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E S I G N

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u pont



abrikoid

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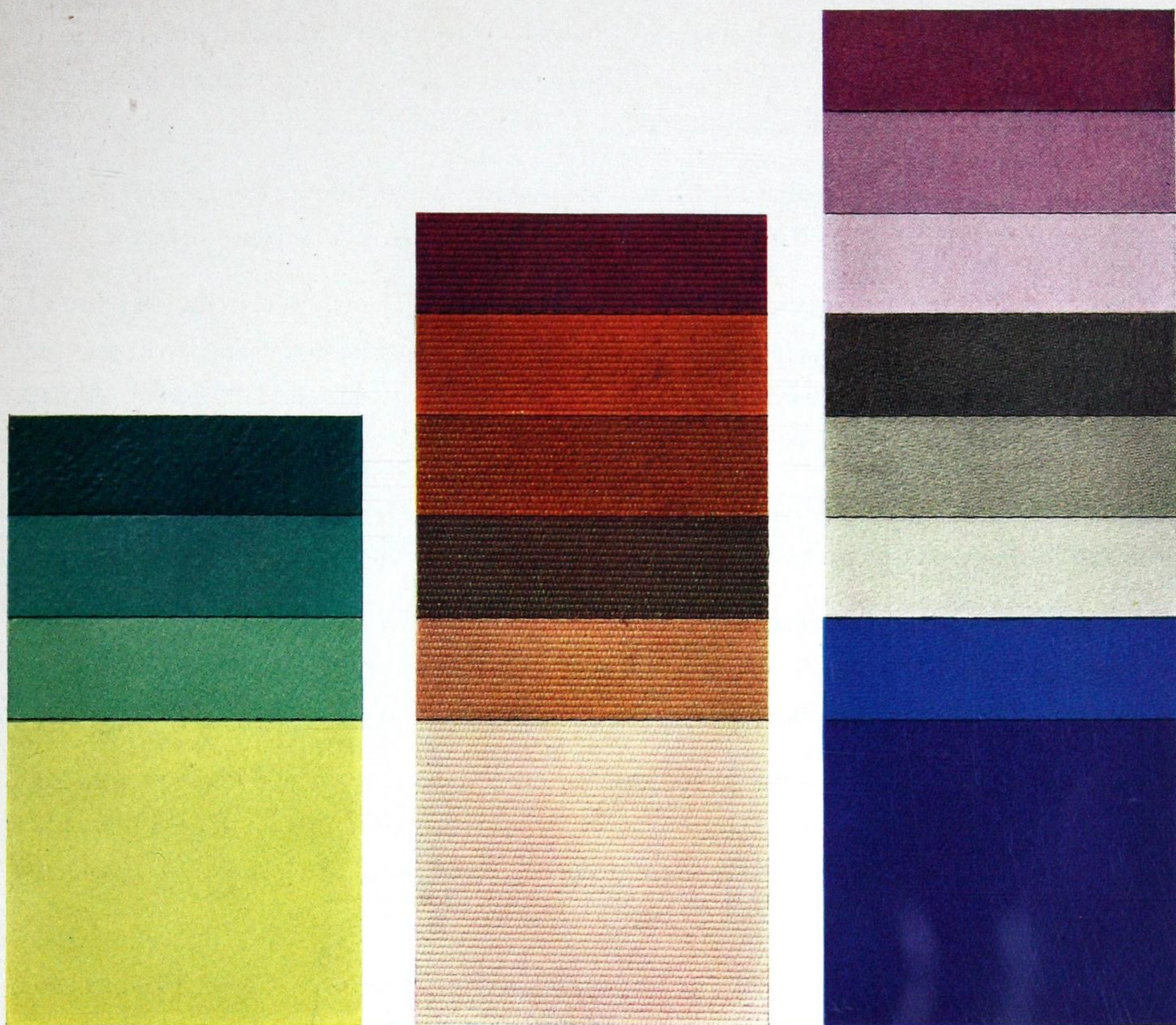


CCA



E·I·DU PONT DE NEMOURS & CO·INC
FABRIKOID DIVISION
NEWBURGH · NEW YORK

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S T Y L E

D E S I G N

C O L O R

T E X T U R E

STYLE is something that goes deeper into what is made, what is sold and what is bought than the vestiges of Style seen on the Fifth Avenue parade grounds of the country. Anything which is sold successfully, be it a skyscraper design to a Committee on Building or a yard of fabric over the counter, has the desired element—Style. Without Style few products survive. The manufacturer strives for it;

the purchaser looks for it, demands it. To be in Style has become the badge of sophistication. It is a sign that the architect of a house or the wearer of a hand bag reads diligently, buys knowingly, is in touch with the world.

Style creators tell us that King Style has four stout henchmen. These are Design, Color, Texture and Utility. The whole is only as strong as its component parts.

Shrewd is the manufacturer who enlists all four in his search for a market for his product. Design he obtains from the artist of his industry who has a finger knowingly upon the pulse of those to whom the article will be sold. Colors have become daring, have enriched things at every turn.

Texture changes as the seasons change. Tweed for milady this spring; silk and broadcloth the next. Granite on an exterior last year; limestone today.

And Utility. One famous designer and interior decorator has said that nothing is stylish, even though it has Color, Design and Texture, if it has not Utility. Style is a composite of all four, and there must be full measure of each in the finished article.

In the pages following we have attempted to show, mainly through illustrations, how du Pont Fabrikoid has aided many manufacturers in their successful effort to style their products for this new and knowing market. Obviously, it was impossible to picture everything employing Fabrikoid in its manufacture.

To all those shown, Fabrikoid has brought something of Design, Color, Texture and, above all, Utility. In so doing it has helped them win well-deserved success.

We desire to express our thanks to those manufacturers and designers who so kindly loaned us photographs and articles for reproduction. Any one writing to us will be given complete information on any item or line shown in the book, and others of equal merit not pictured because of lack of space.



du pont
FABRIKOID
 for
 INTERIOR DECORATION
 and FURNITURE

DRAPERIES
 OTTOMANS
 SCREENS
 PILLOWS
 WALL COVERINGS (MURALART)
 SHOWER CURTAINS
 FURNITURE SLIP COVERS
 FURNITURE UPHOLSTERY—
 PORCH AND LIVING-ROOM
 OFFICE FURNITURE
 RESTAURANT AND CLUB CHAIRS
 BRIDGE TABLES—CHAIRS
 THEATRE SEATS
 FLOOR CUSHIONS

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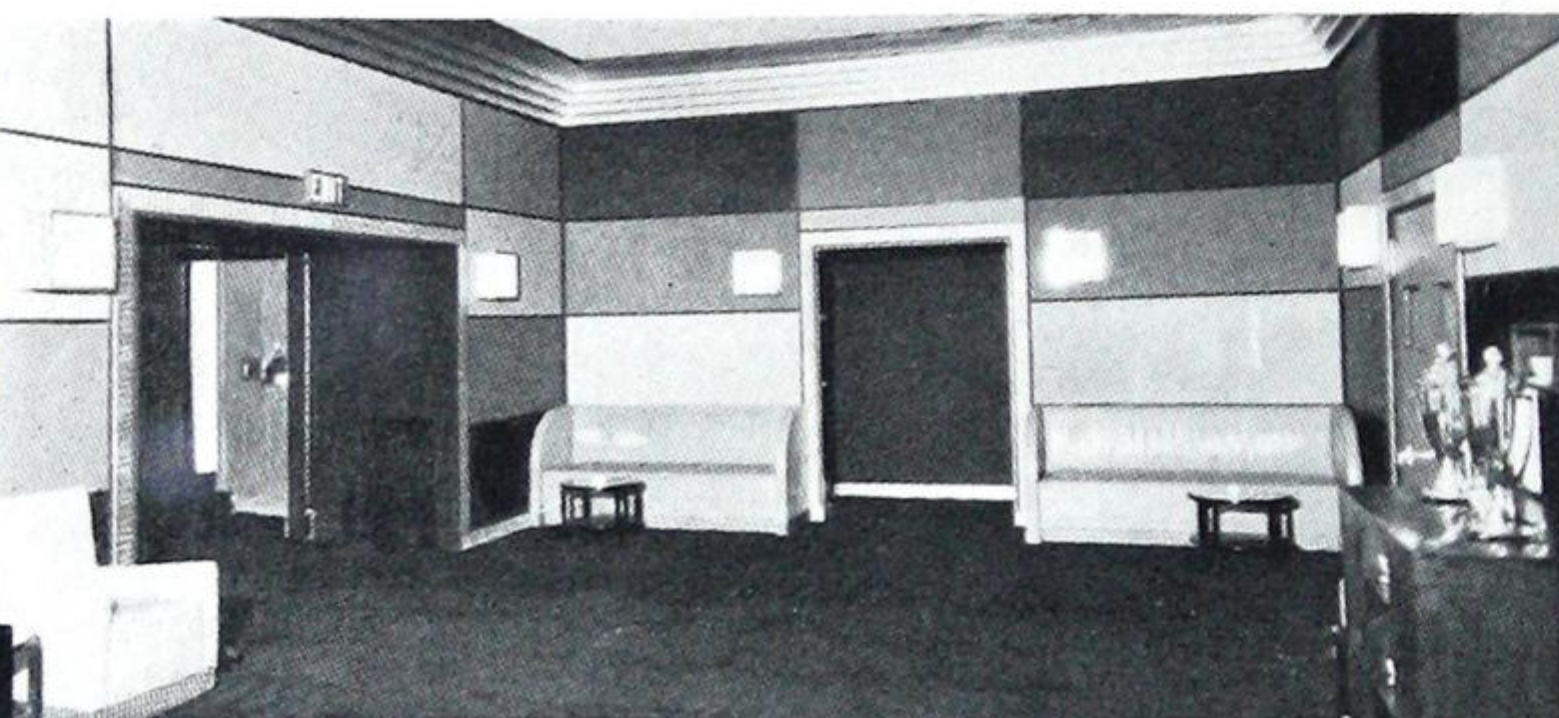


Left—Guest Room, Hotel du Pont-Biltmore, Wilmington, Del.
by O. W. Wentz

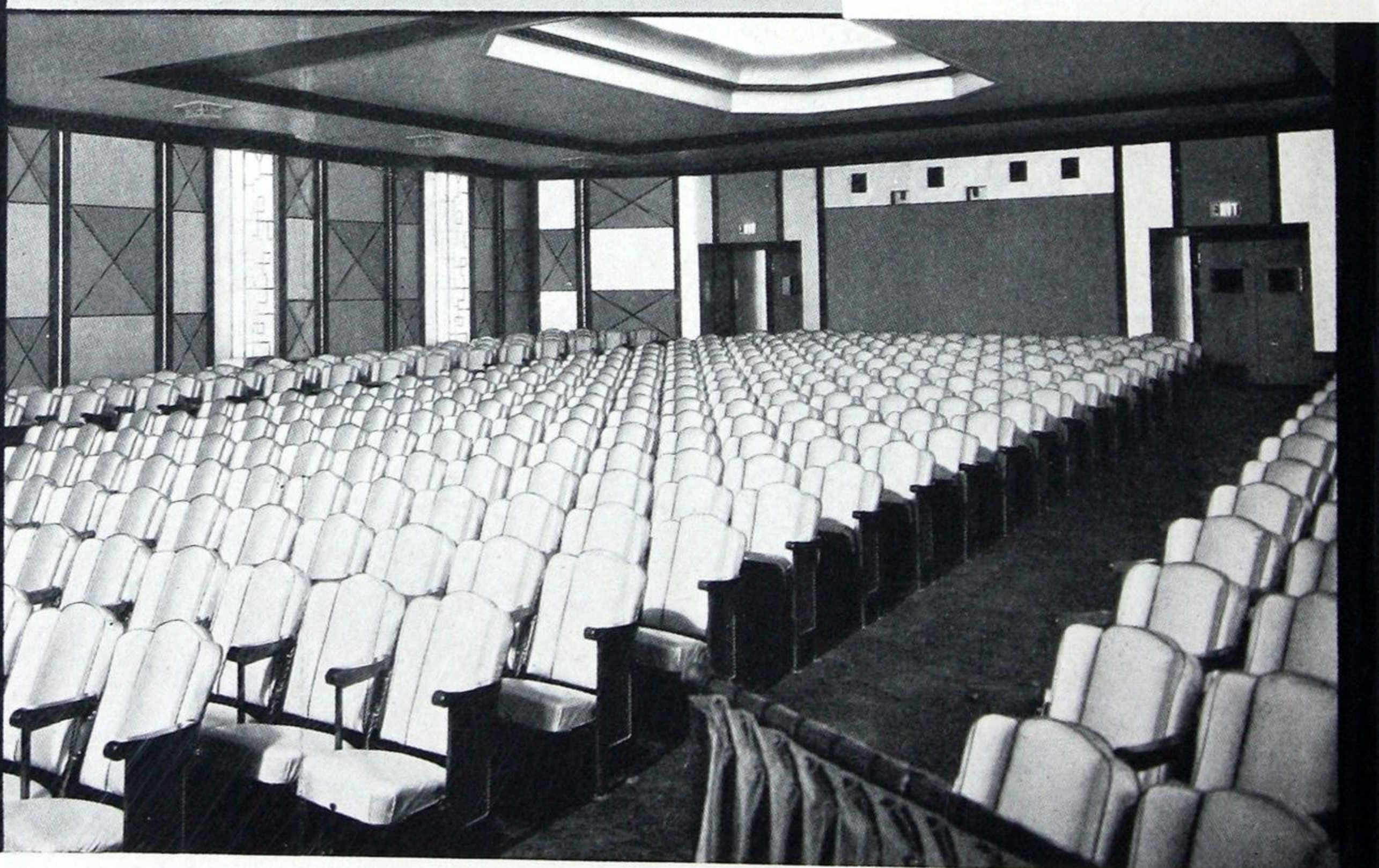
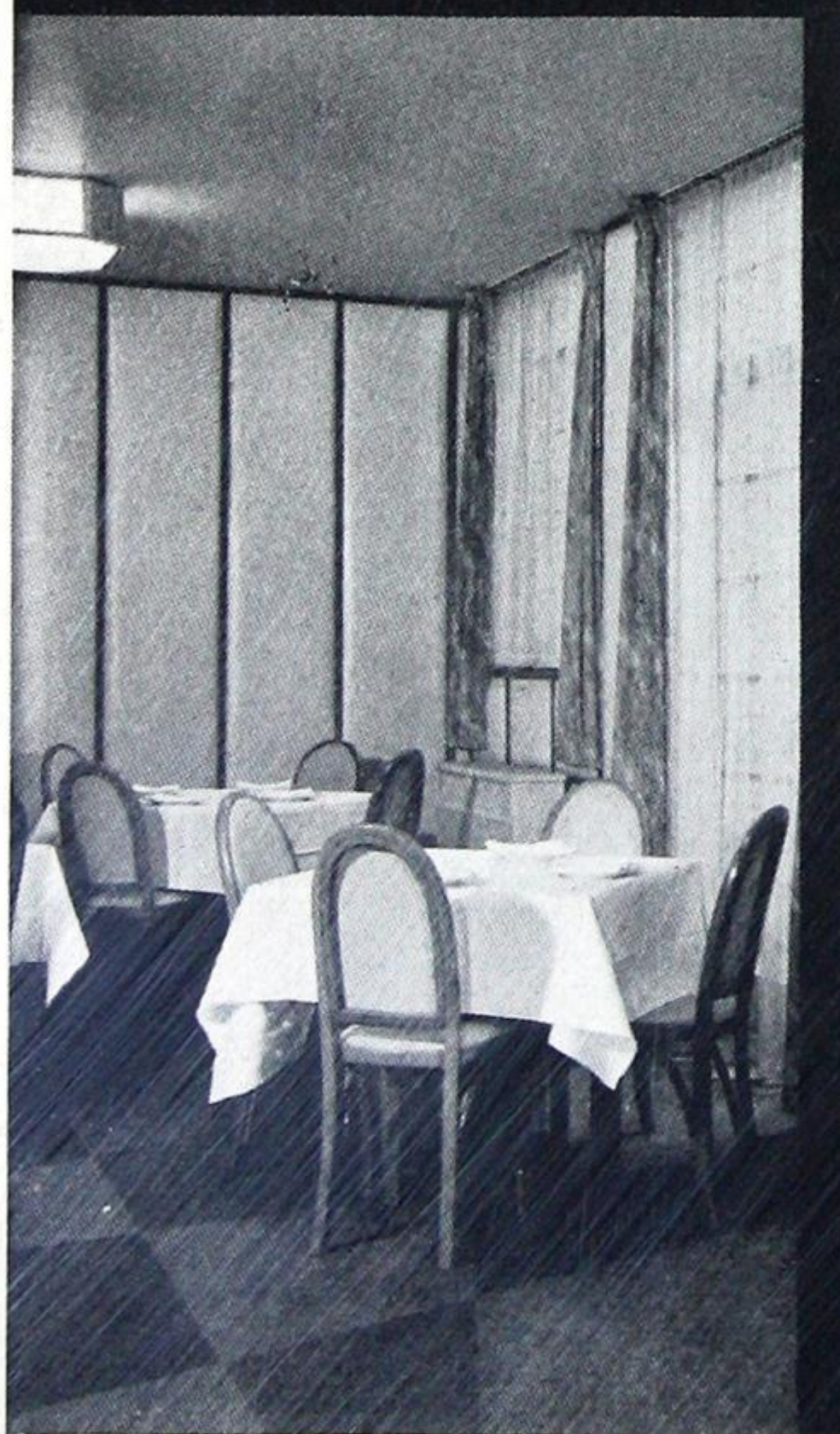
Lower left—Beaux Arts Apartments Restaurant
New York City
by Winold Reiss



Master's Bedroom
by Paul Poiret



Left and below—
Little Carnegie Playhouse
New York City
Lobby and Auditorium
by Wolfgang Hoffmann



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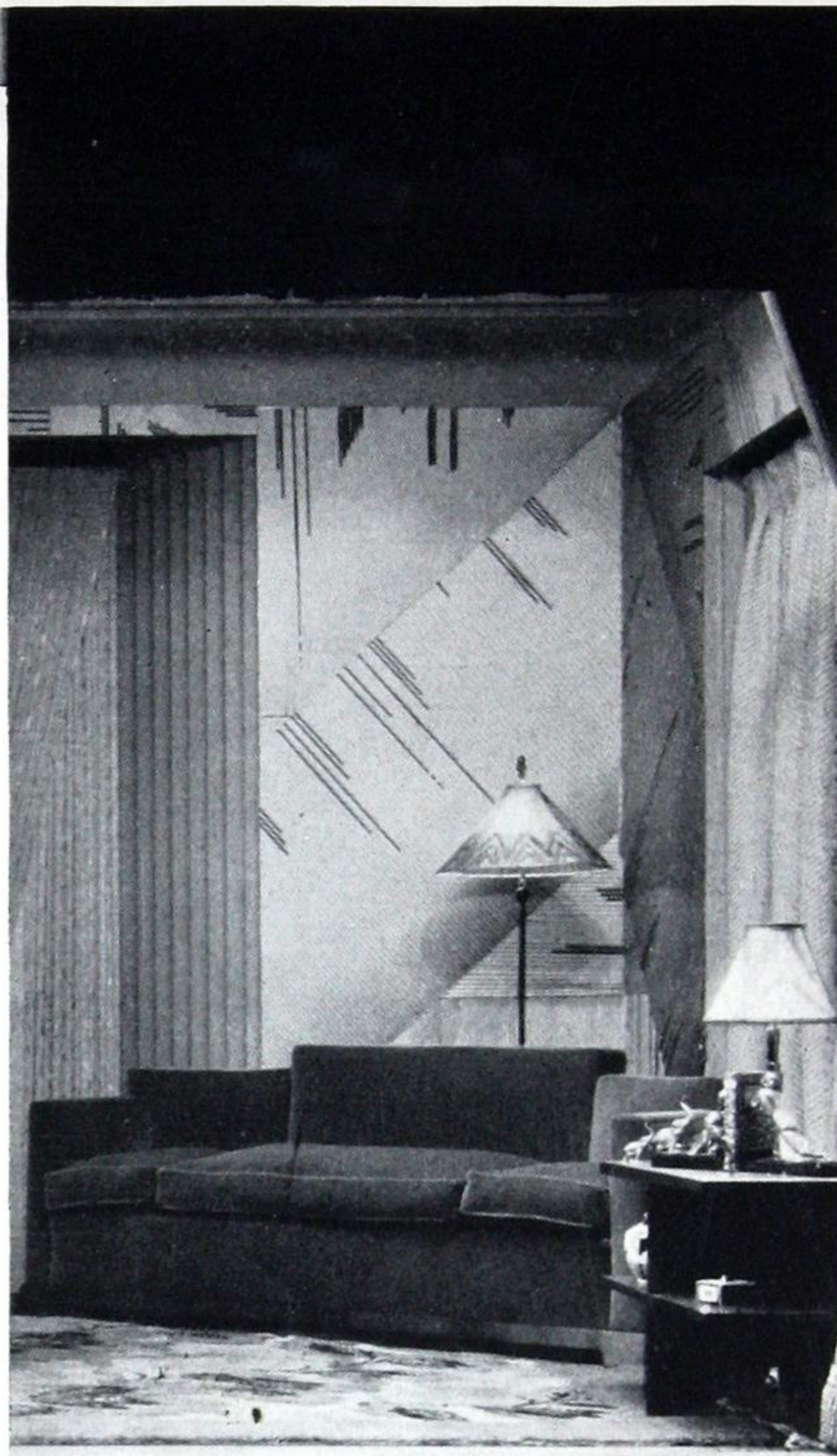
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Left—
Central Park Casino
New York City
by Joseph Urban

Right—Living-room by
Wanamaker's
New York City

Below—
Grand Foyer of the
Hotel St. George
Brooklyn
by Winold Reiss



I N T E R I O R S

Showing the application of Fabrikoid (Muralart) on walls in plain, pleated, padded and airbrushed treatments. Fabrikoid also on furniture, home, club and theatre seatings.



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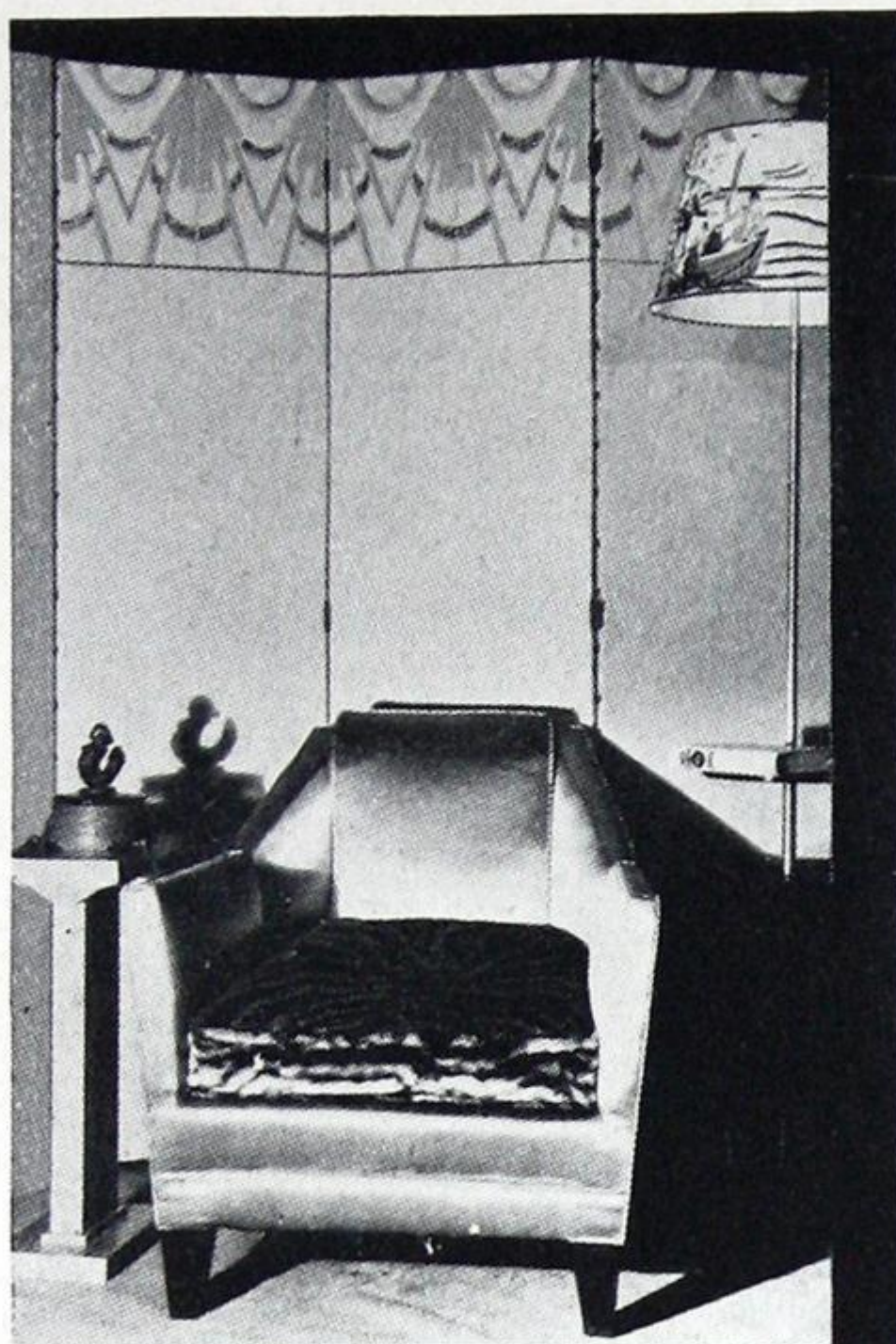
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Lower left—
Ilonka Karasz' Treatment
of Her Studio Apartment

Lower center—
Solarium
by Raymond M. Hood

Lower right—
Corner of a Living-room
by Delineator Institute



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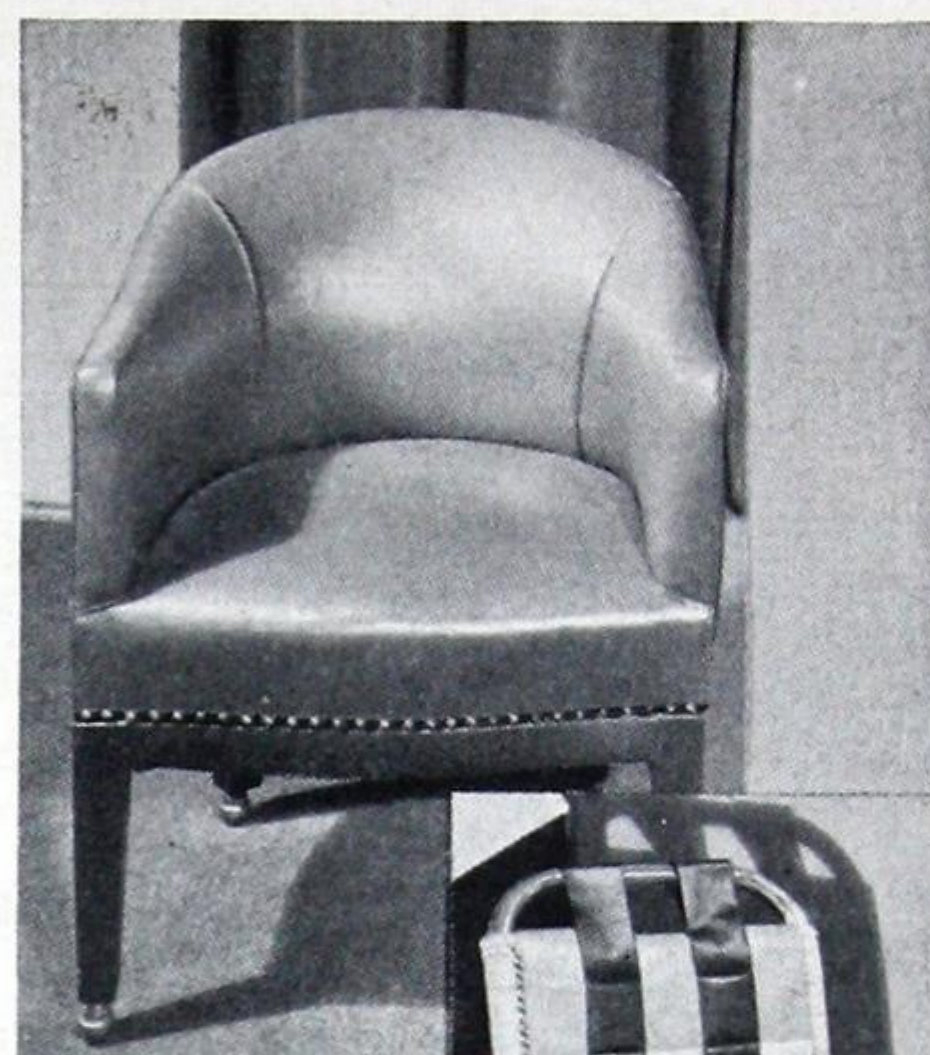
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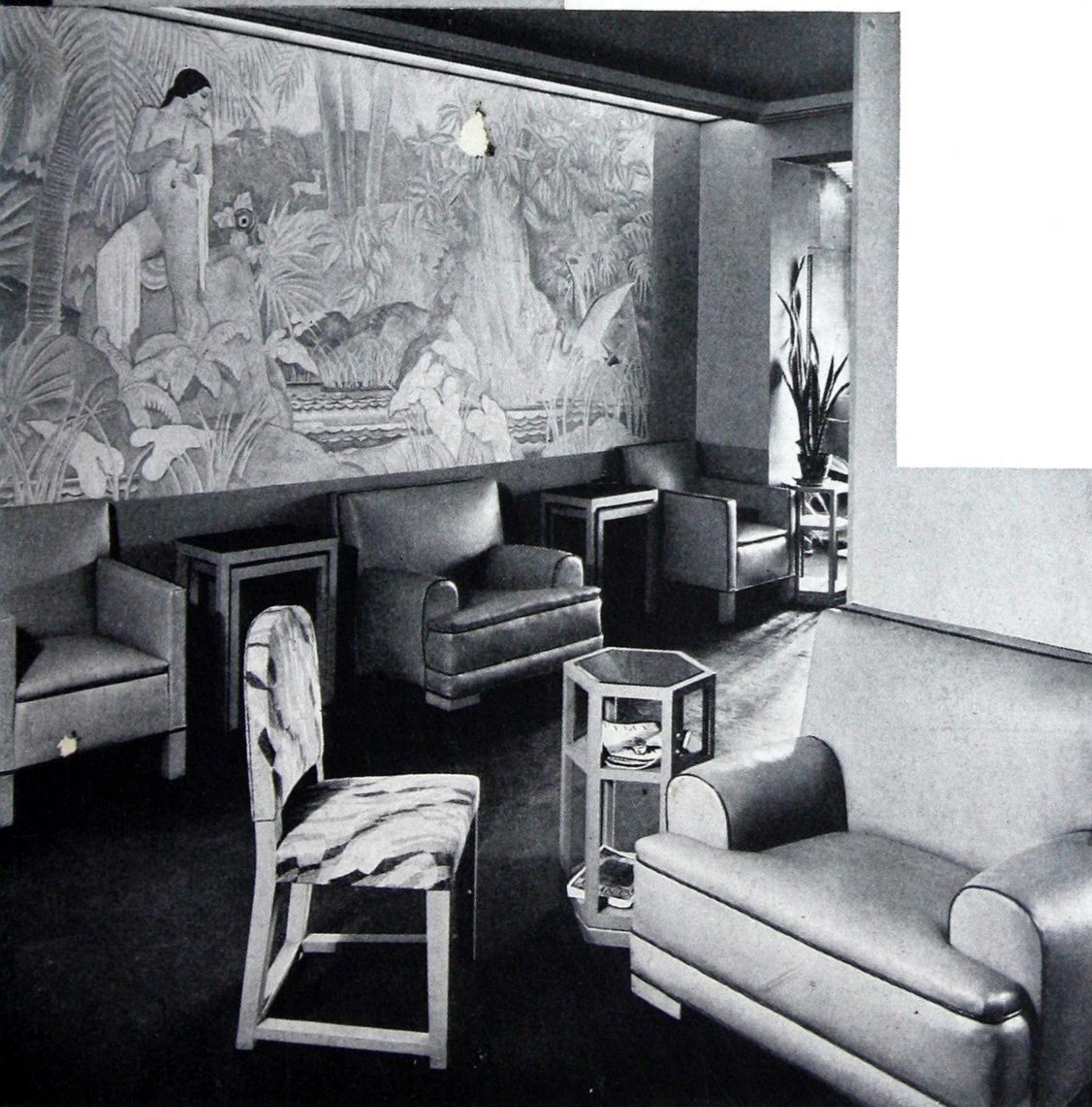


C H A I R S

The versatility and adaptability of Fabrikoid for general seating purposes are shown to splendid advantage by the wide range of smart and stylish examples pictured on these pages. These illustrations also show an extensive use of Fabrikoid for draperies, table-covers and screens.



Left—Corner of a Lounge Room in the Tavern Club Chicago by Winold Reiss



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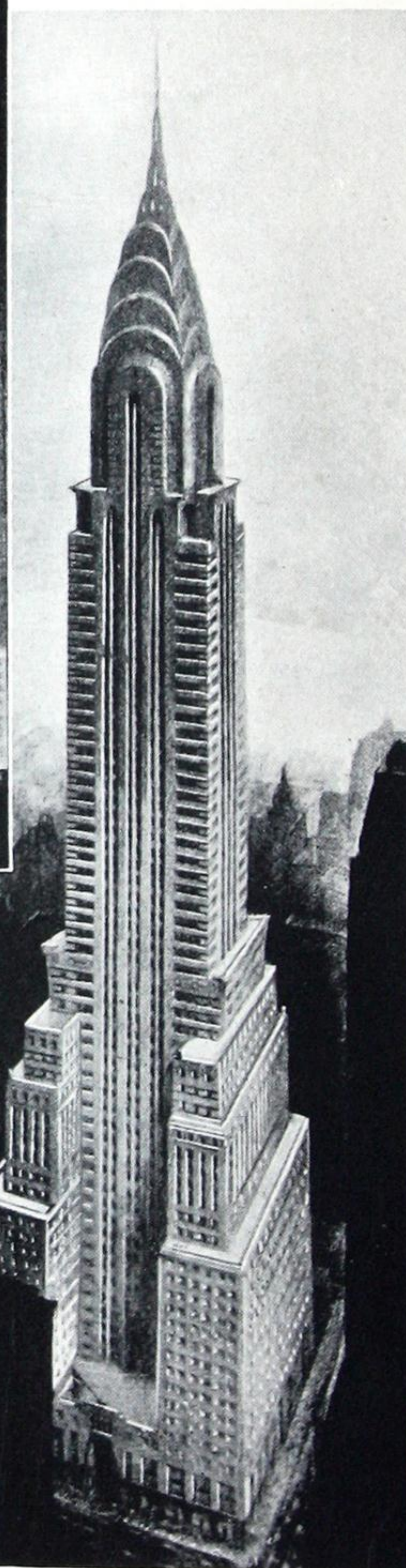
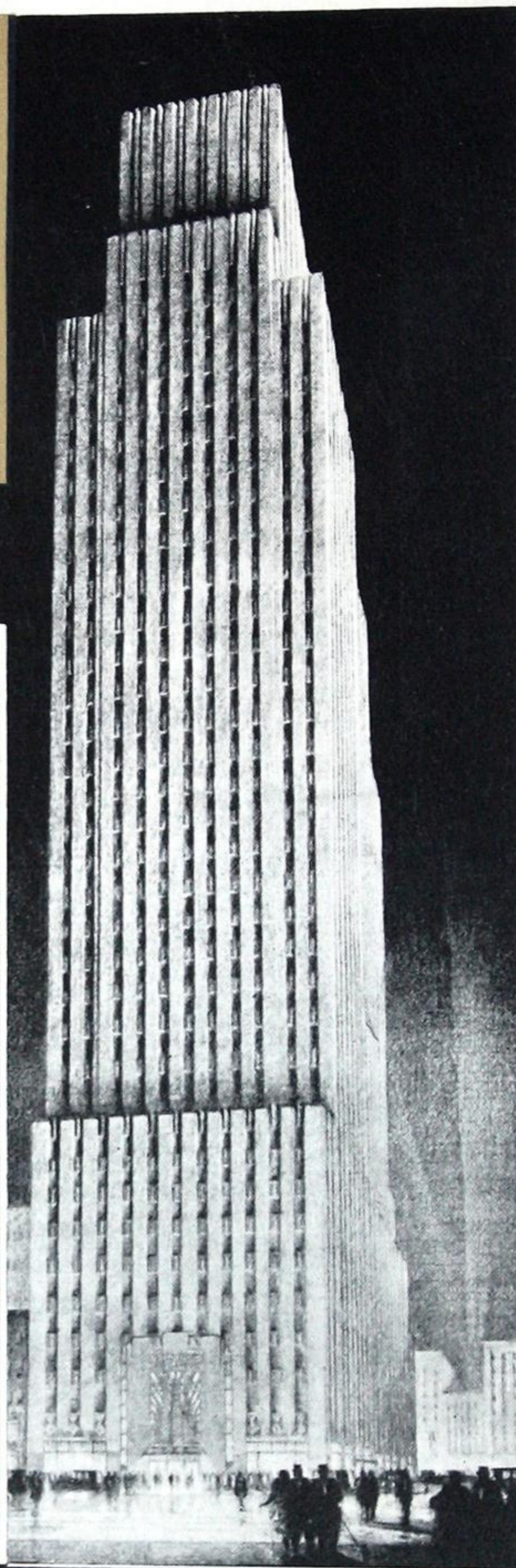
Du Pont Tontine Washable Window Shades are a product of the Fabrikoid Division. Specified by architects and interior decorators for large buildings and fine homes because they possess a high degree of beauty as well as economy through long life and washability.

A FEW TONTINE INSTALLATIONS

Left—
Daily News Building
New York City

Lower Center—
Western Union Building
New York City

Lower Right—
Chrysler Building
New York City



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du pont
FABRIKOID

for
TRAVELING GOODS
SPORTING GOODS
CASE COVERINGS

WARDROBE TRUNKS

PULLMAN CASES

SUITCASES

OVERNIGHT CASES

HAT BOXES

HAND-BAGS

HAND ROLLS

GOLF BAGS

BRIEF CASES

FOOTBALLS

BASEBALLS

BASKETBALLS

PLAYBALLS

SAMPLE CASES

JEWELRY CASES

OPTICAL CASES

INSTRUMENT CASES

CAMERAS

PENCIL BOXES

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The smart, light-weight luggage pictured above obtains its charm and interest through the simple design and dignified use of one rich color.

Regimental striping in brilliant contrasting colors woven into the sturdy duck covering lends distinction and color to the wardrobe trunk and hand luggage at the left.

Du Pont Fabrikoid is used as outside covering and inside lining for all types of luggage.



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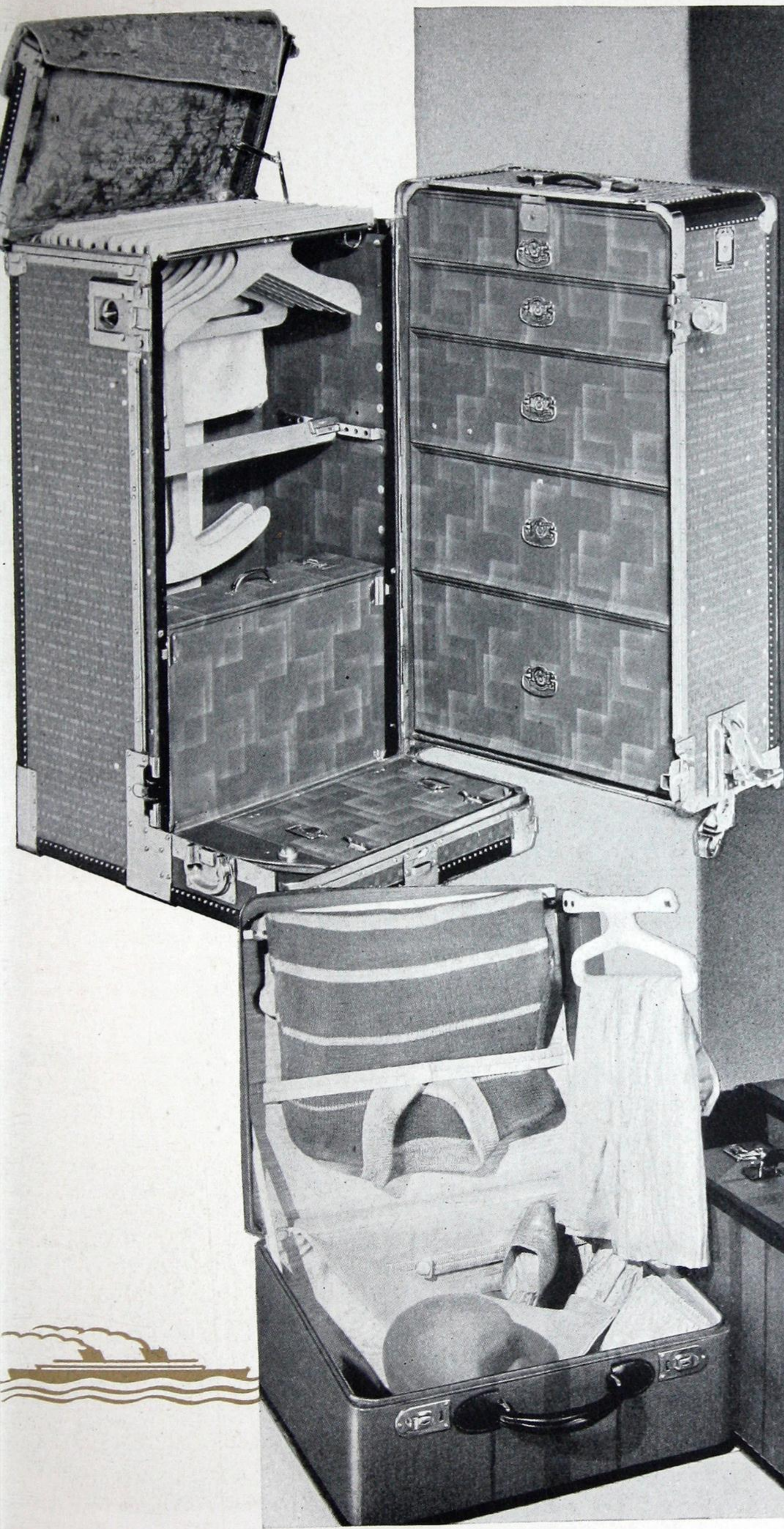
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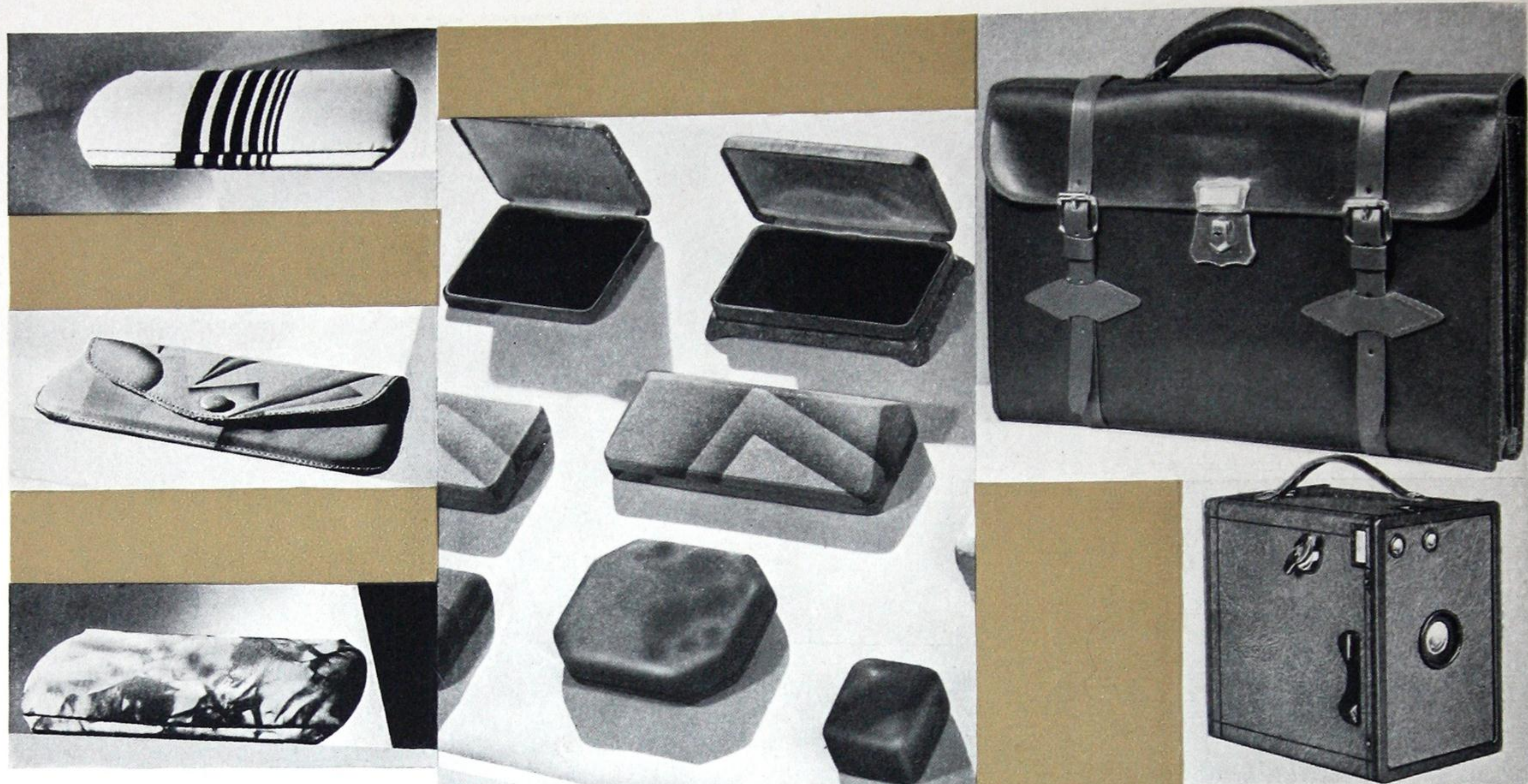


Luggage made of Fabrikoid remains shapely, strong and attractive in appearance despite abuse on docks, in baggage rooms and in ordinary travel. It withstands scuffing, is waterproof and when soiled its original beauty can be restored with soap and water.

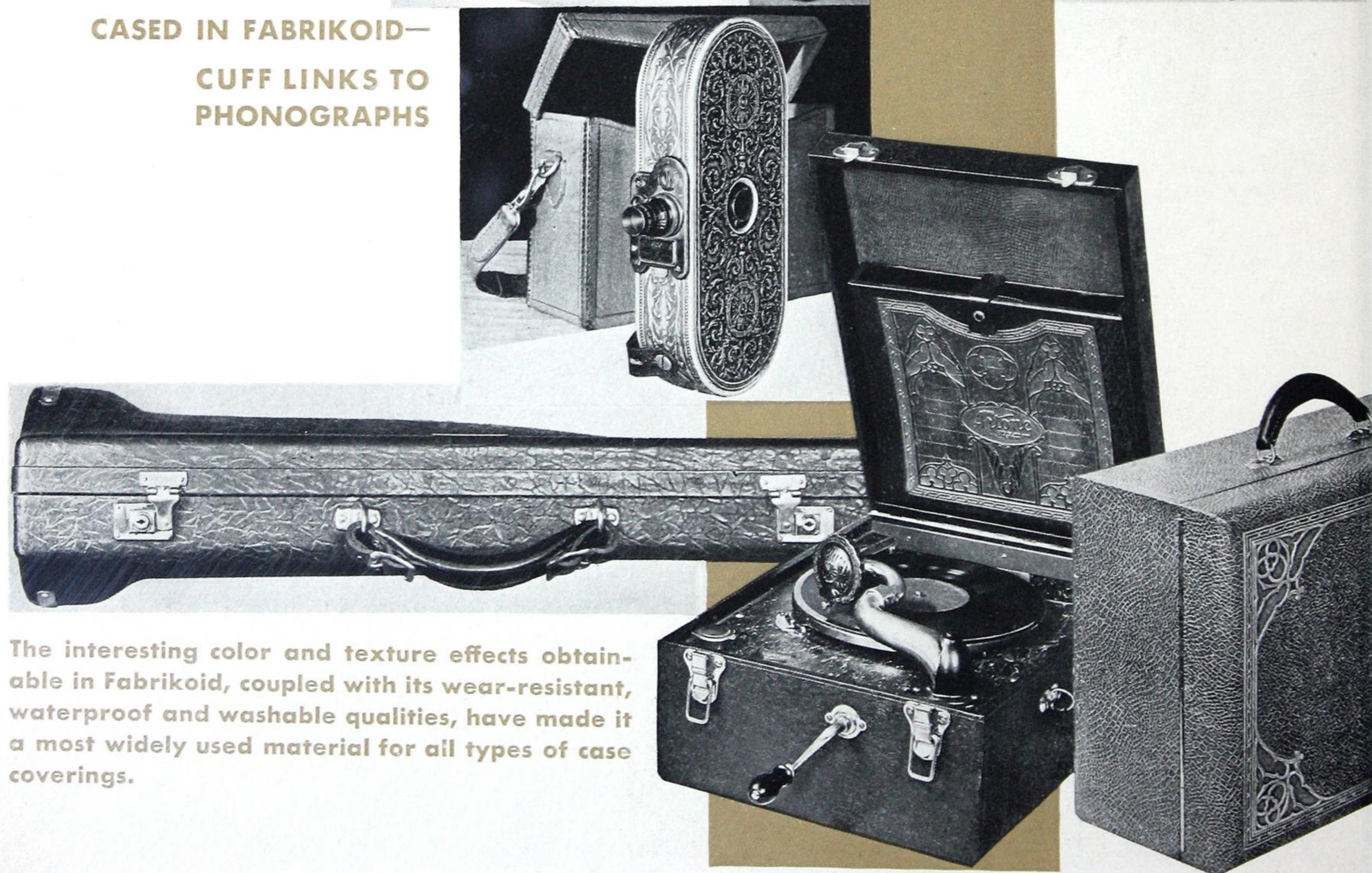


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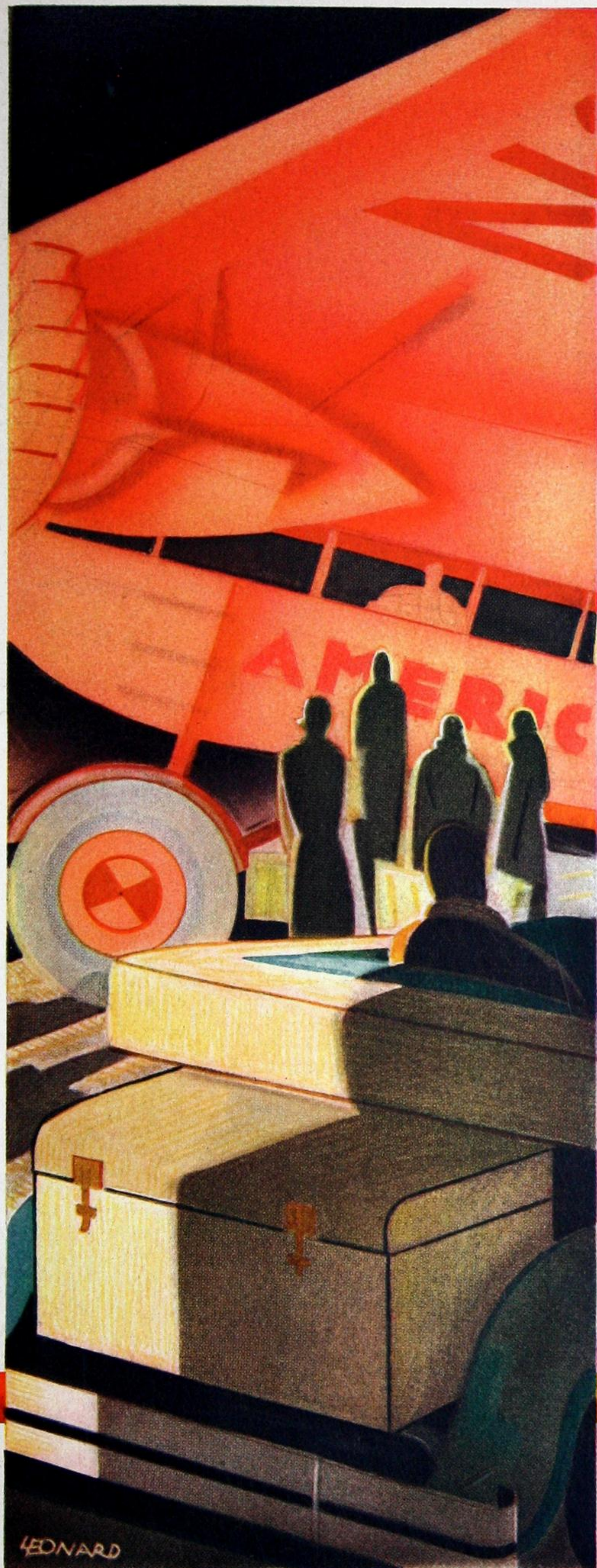


CASED IN FABRIKOID—
CUFF LINKS TO
PHONOGRAPHS



The interesting color and texture effects obtainable in Fabrikoid, coupled with its wear-resistant, waterproof and washable qualities, have made it a most widely used material for all types of case coverings.

F A B R I K O I D



du pont

TEABRIKOID

for
AUTOMOTIVES
and RAILROADS

Automobiles

AWNINGS
TIRE COVERS
REAR TRUNKS
HEADLININGS
TOPS
CUSHIONS
UPHOLSTERY

Airplanes

HEADLININGS
COCKPIT UPHOLSTERY
CABIN CHAIRS

Motor Boats

SEAT COVERINGS
PILLOWS
CUSHIONS

Railroad Transportation

LOCOMOTIVE CAB UPHOLSTERY
DINING-CAR UPHOLSTERY
SMOKING-CAR UPHOLSTERY
VESTIBULE CURTAINS
WINDOW CURTAINS

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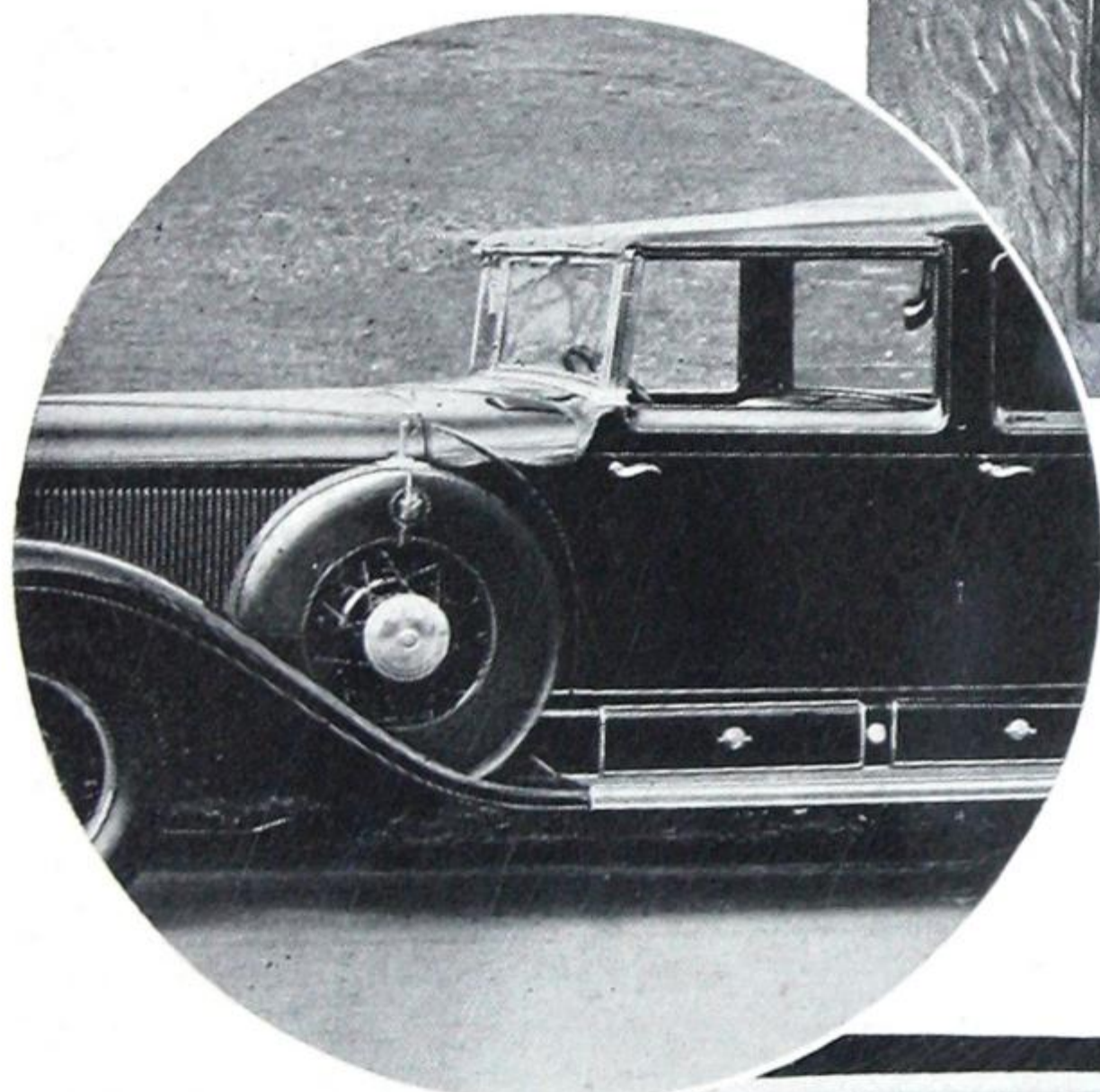
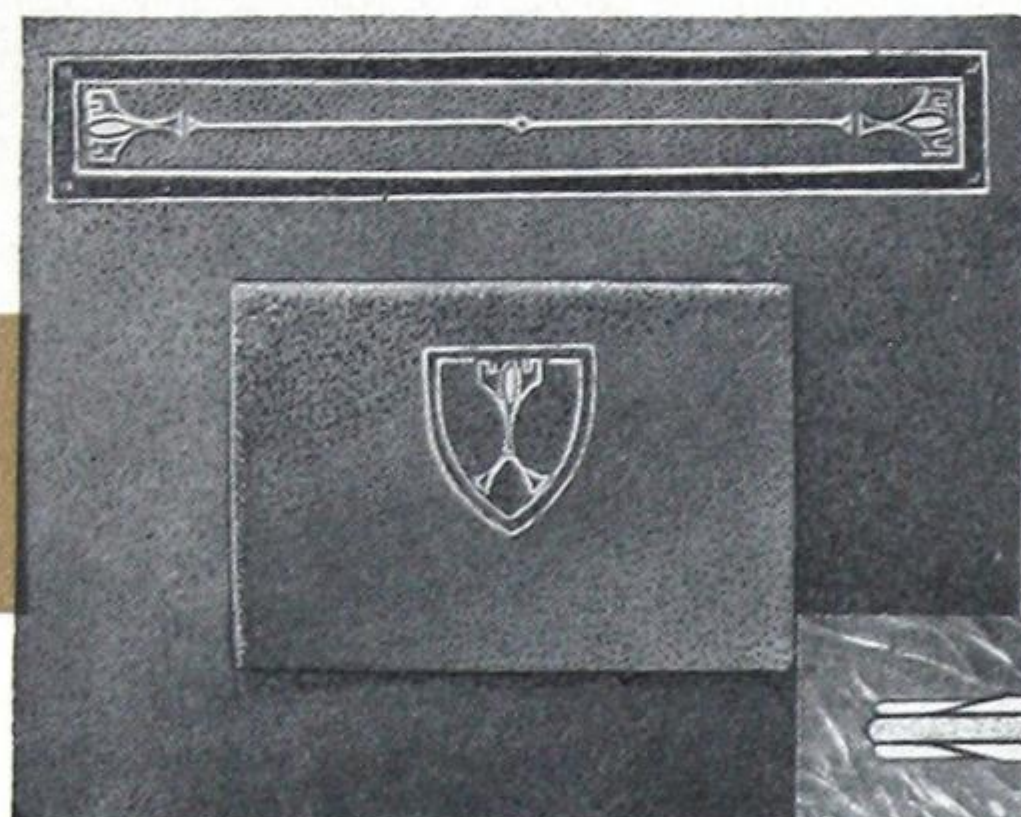
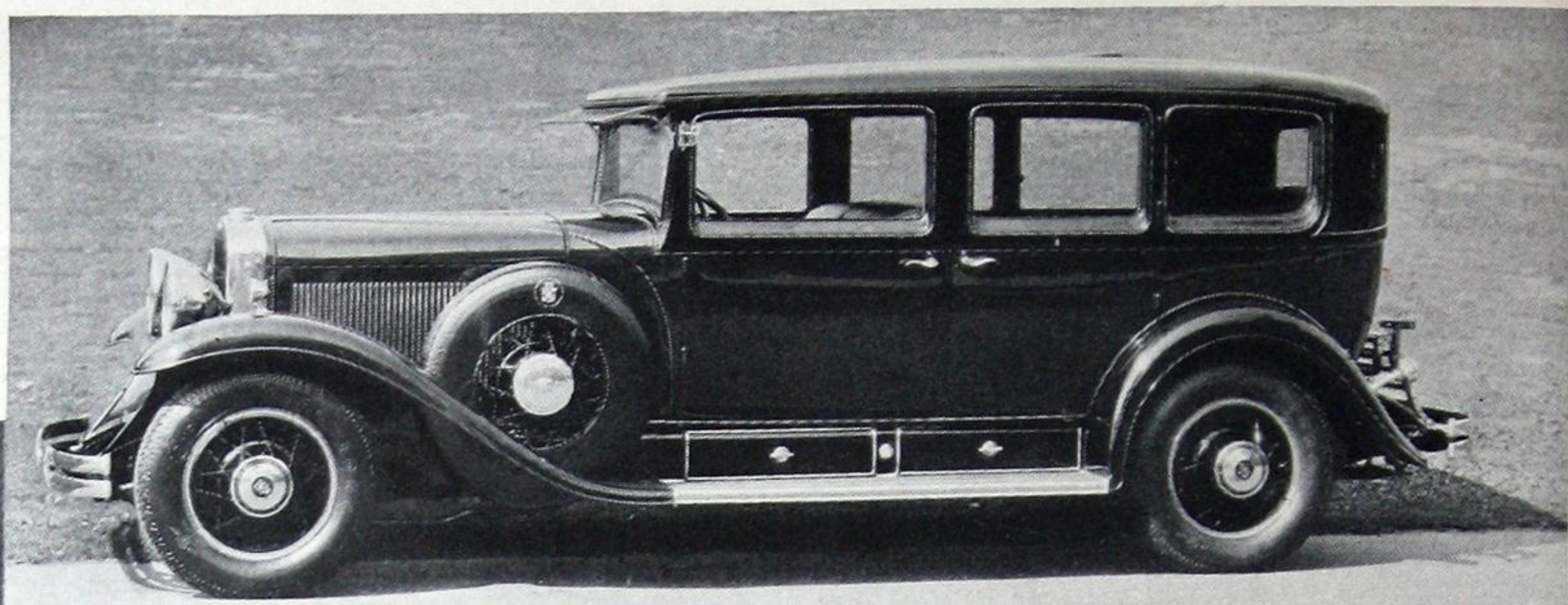
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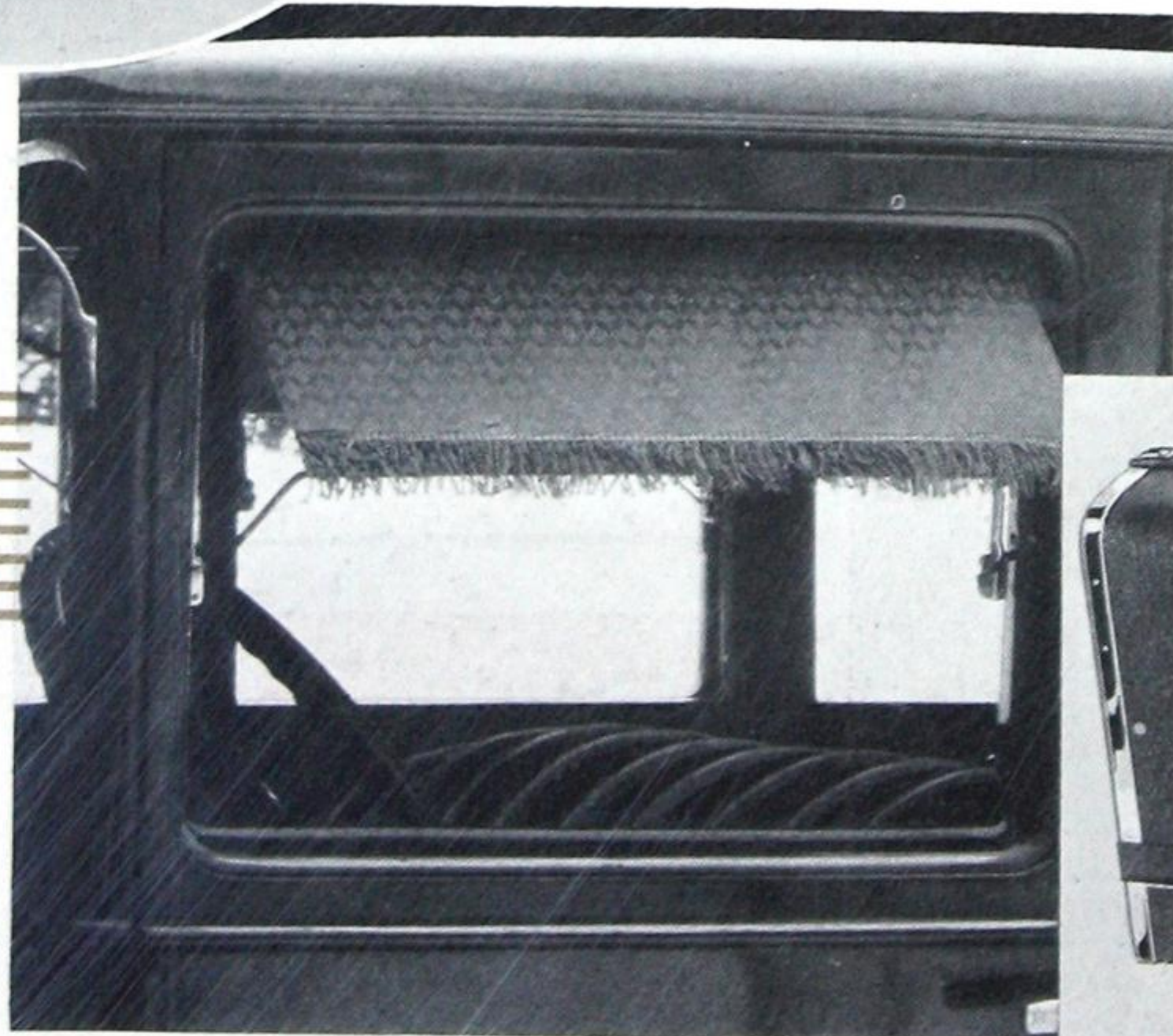
It is not possible to travel
without coming in contact
with Fabrikoid.



In automobiles it is used
for tops, upholstery,
tire covers, door panels,
trunks and awnings—



—in Pullman and dining-cars for window
curtains, in smoking-cars for upholstery,
and also for connecting car vestibule
curtains.



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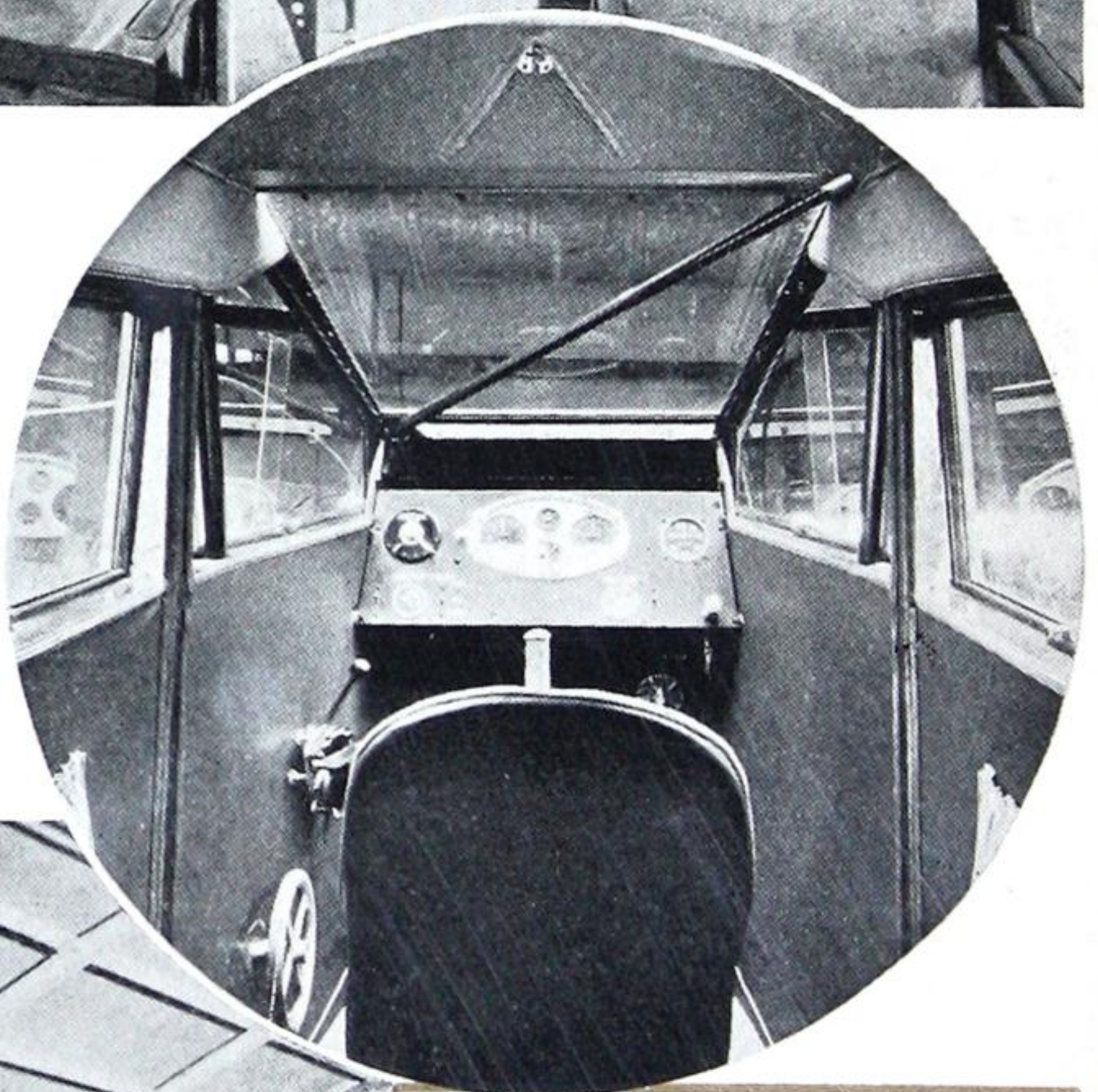
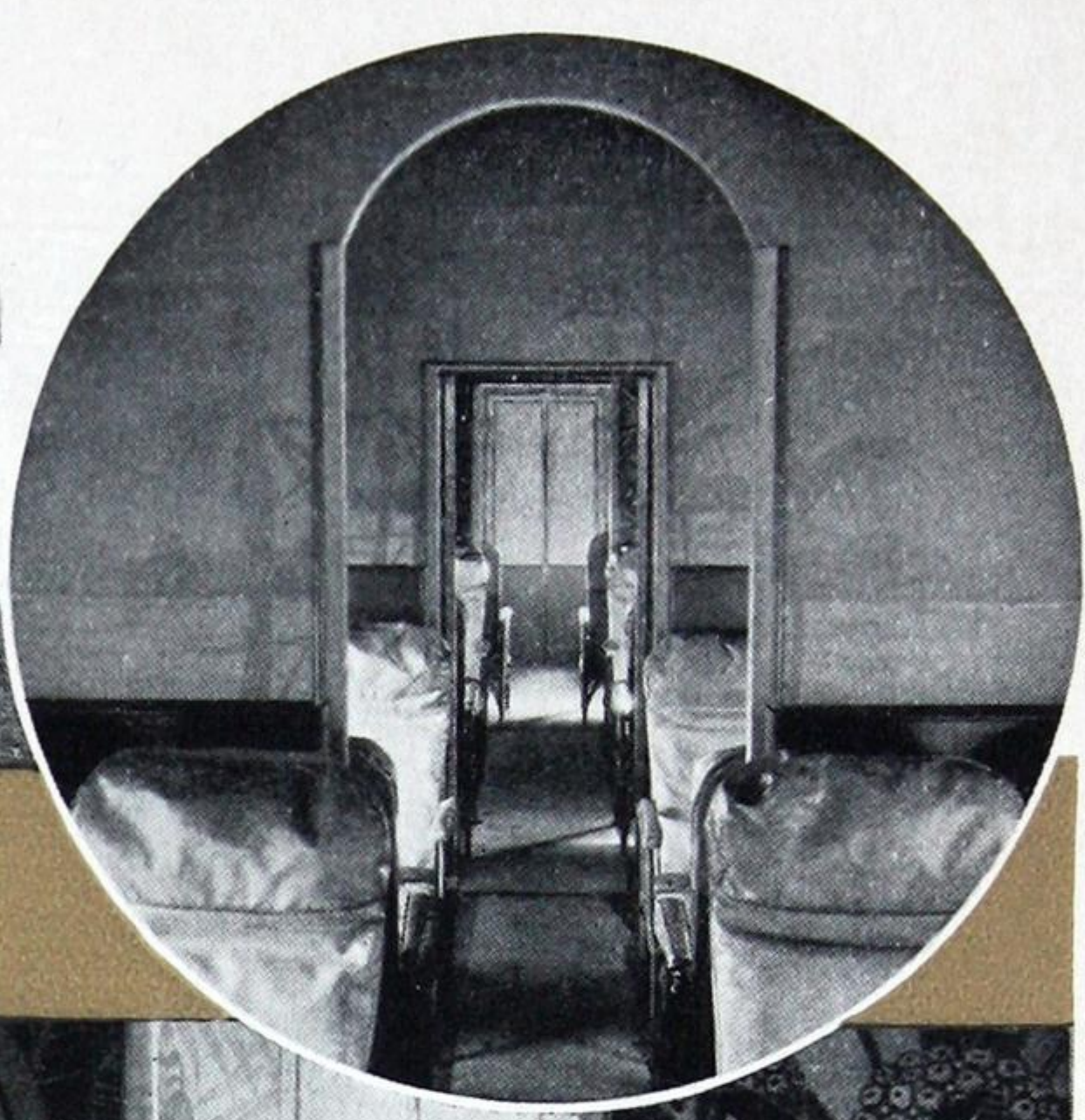
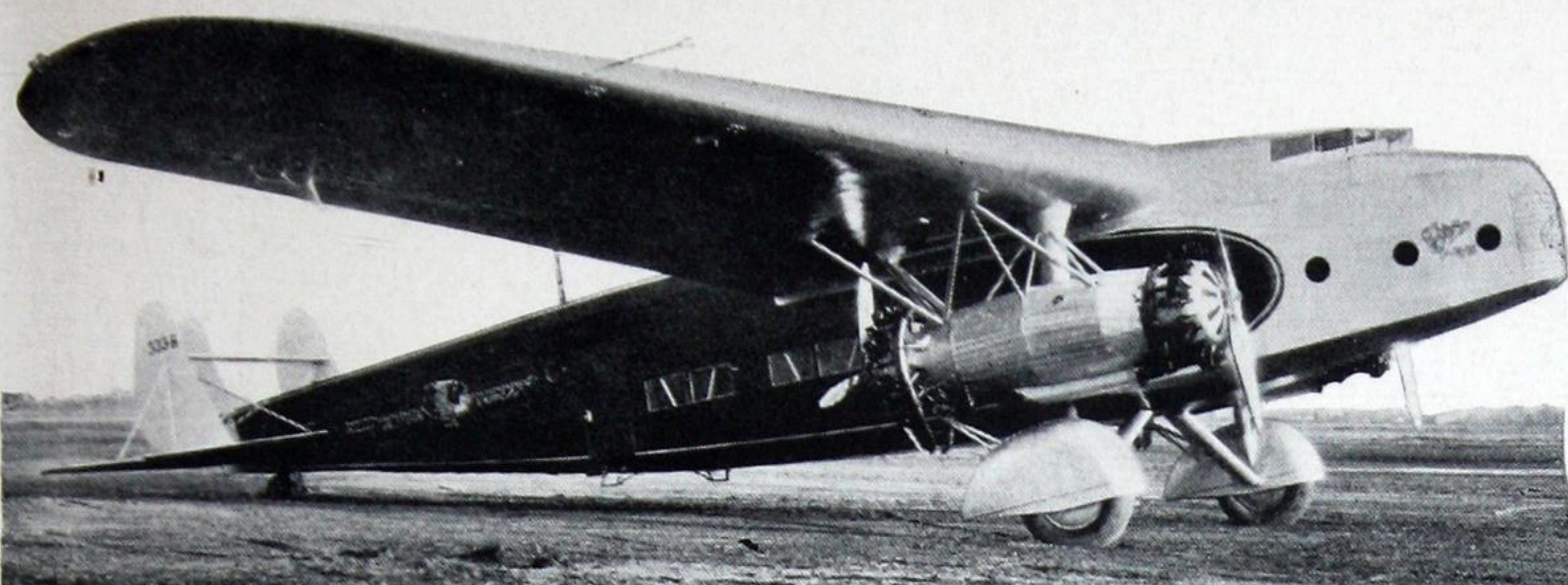
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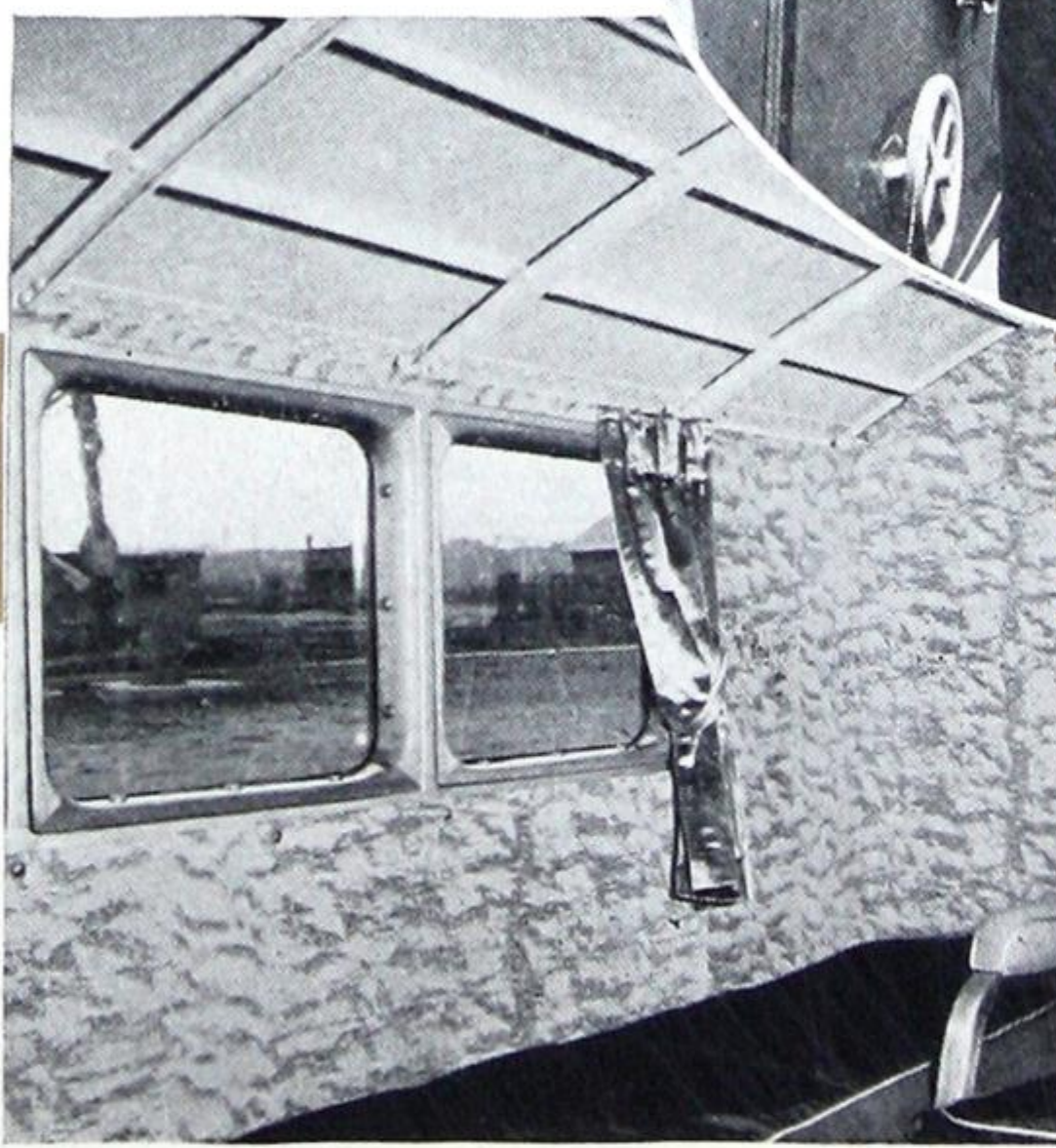
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Because Fabrikoid is unaffected by temperature changes and has durable and lasting qualities, the aircraft builders are using it for upholstery, headlinings and the general interior decoration of airplanes.



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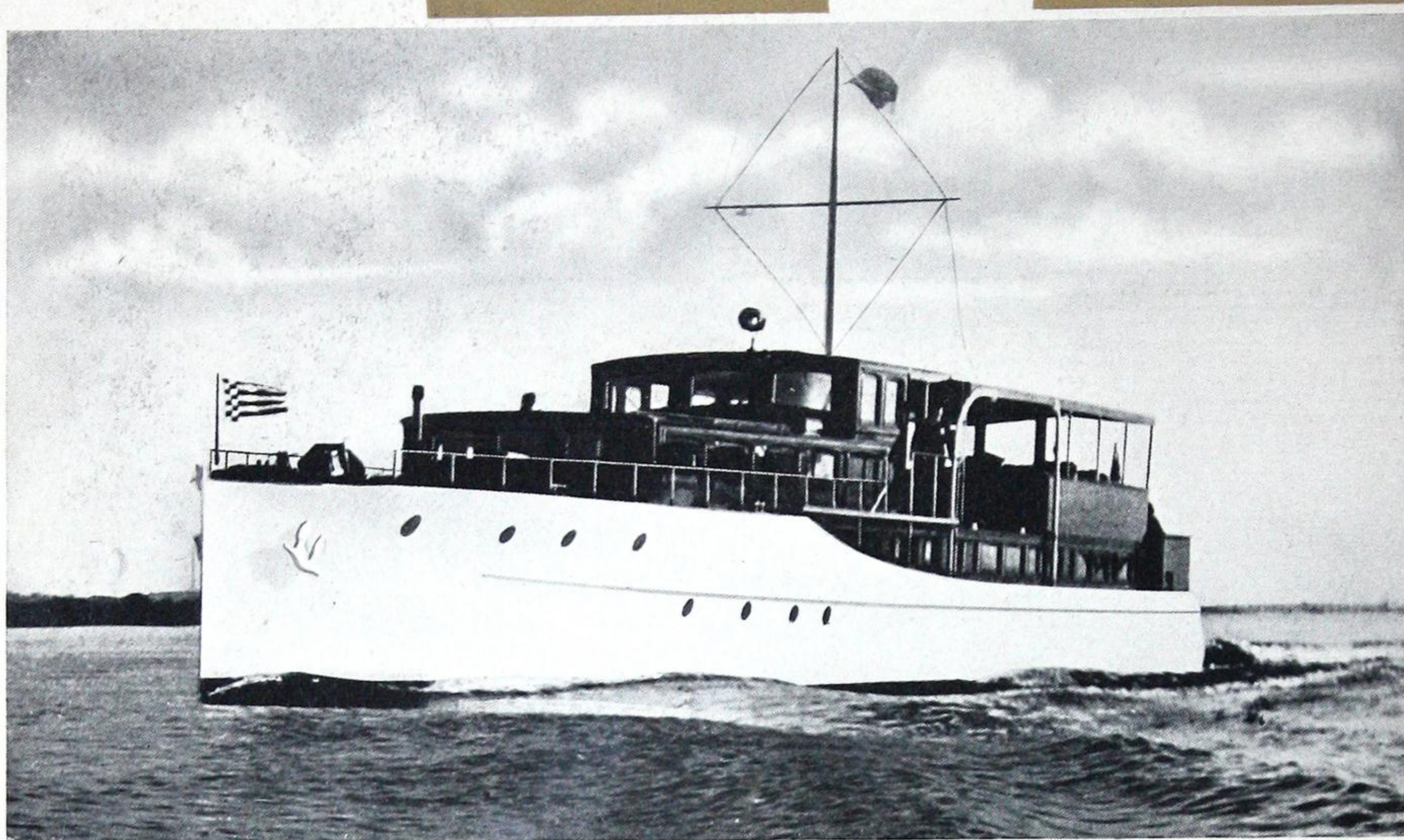
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Fabrikoid has gone to sea on many a motor yacht and ocean greyhound, because salt and damp air do not harm it. On yachts and smaller craft it is used as cushion and pillow coverings, and for furniture upholstery; on the palatial liners, for general interior decorative purposes.



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du pont

EXBRIKOID

for
BOOKBINDING
and KINDRED LINES

COLLEGE AND SCHOOL TEXT-BOOKS

SUBSCRIPTION SETS

FICTION

BIOGRAPHY

COLLEGE ANNUALS

CATALOGUES

LOOSE LEAF RING BOOKS

POST BINDERS

CHECK-BOOKS

PASS-BOOKS

LIBRARY BOOKS

BIBLES AND TESTAMENTS

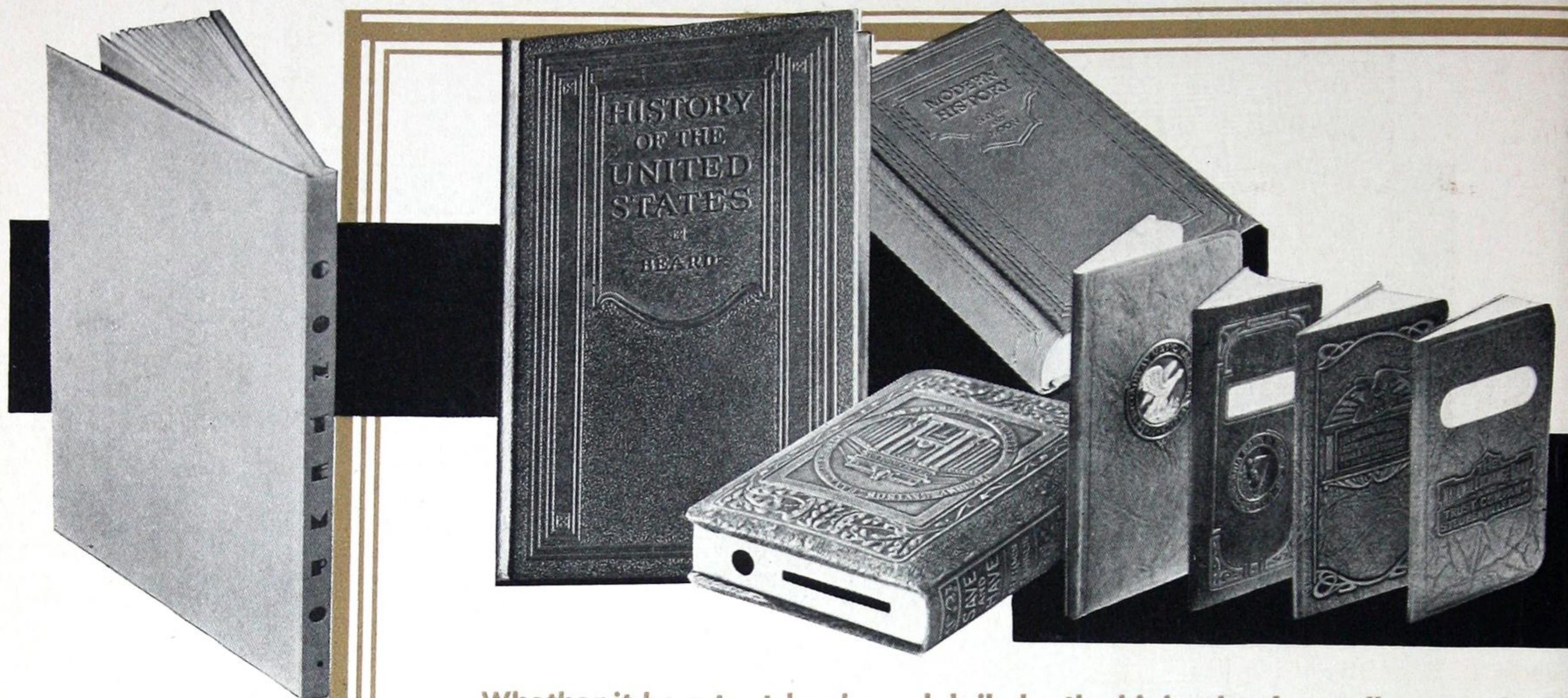
ALBUMS

DIARIES

MAGAZINE COVERS

TELEPHONE BOOK COVERS

D U P O N D



Whether it be a text-book used daily by the high school or college student, a catalogue or portfolio in the hands of an energetic salesman, or a bank book continually scuffed and bent in the pocket of a business man, Fabrikoid admirably "carries on" through the wear and tear of daily use and abuse.



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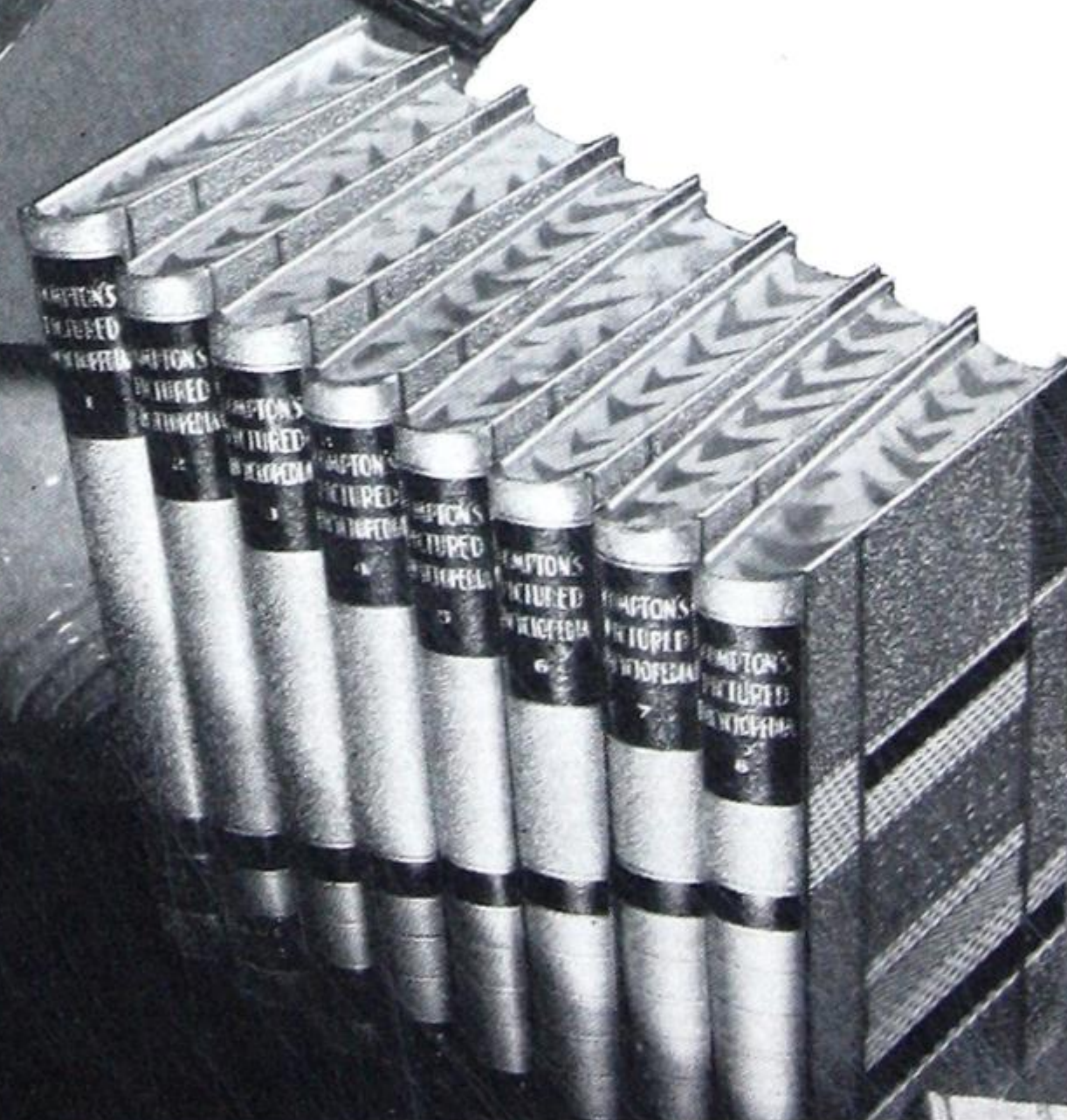
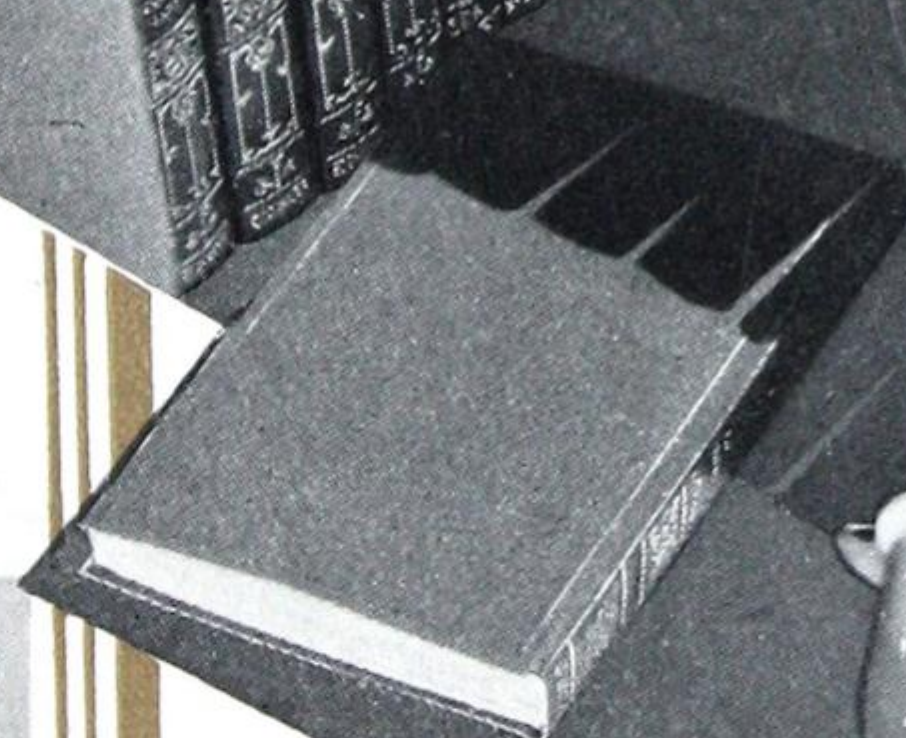
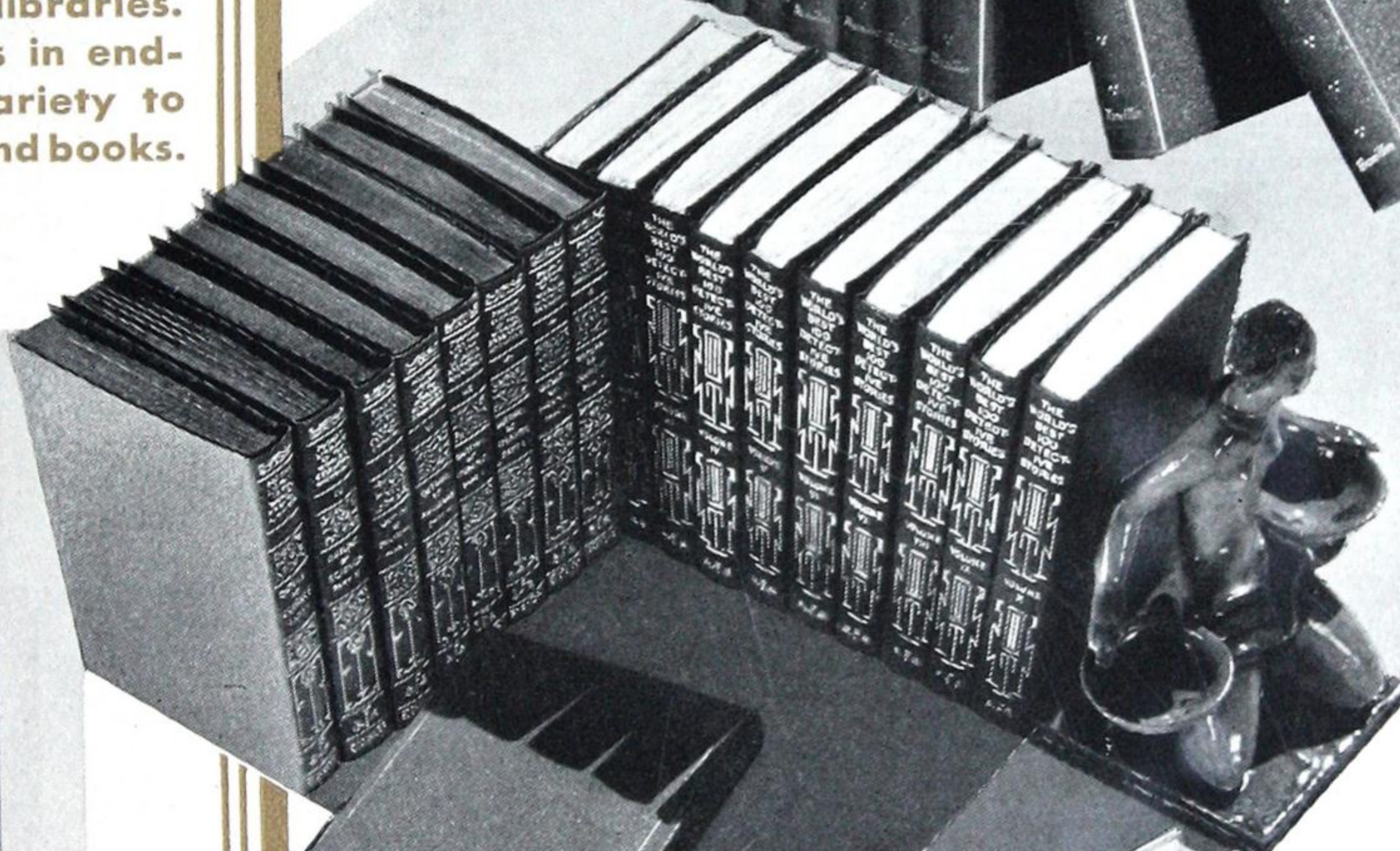
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A richly bound book is ever a source of pride to publisher, author and owner. Millions of books enduringly and beautifully bound in Fabri-koid are bought annually for private and public libraries. Colors and textures in endless range bring variety to these Fabrikoid bound books.



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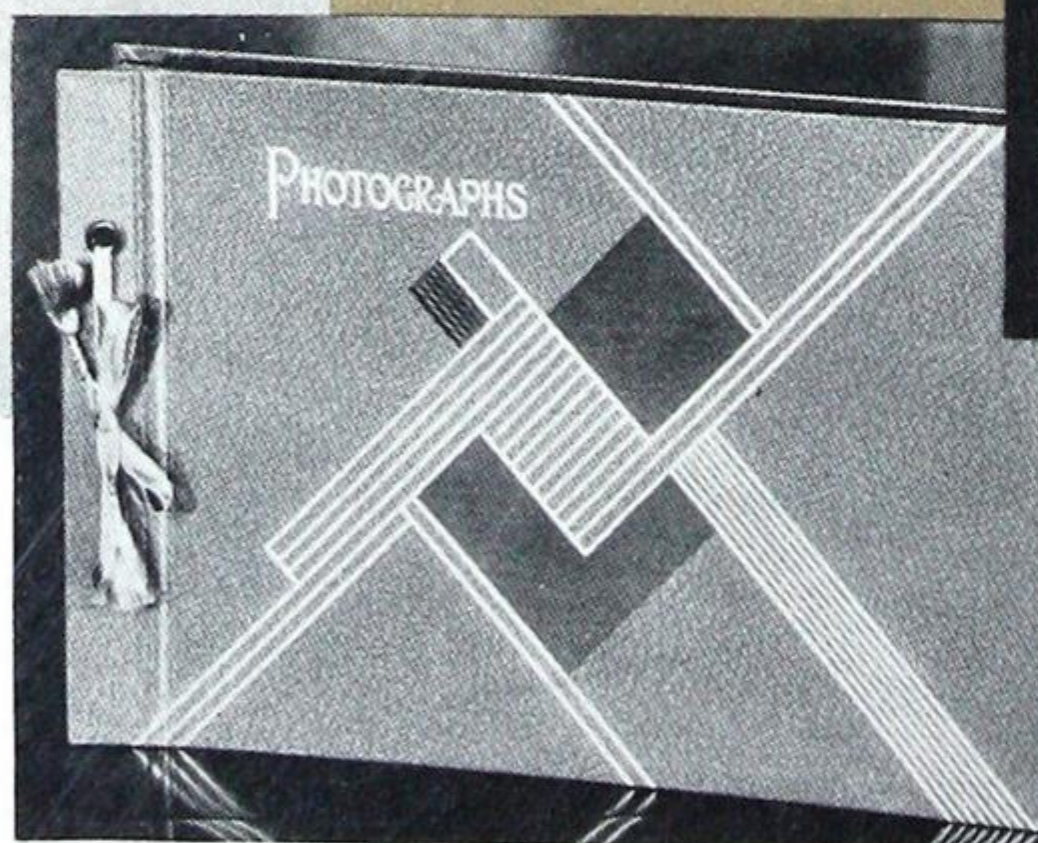
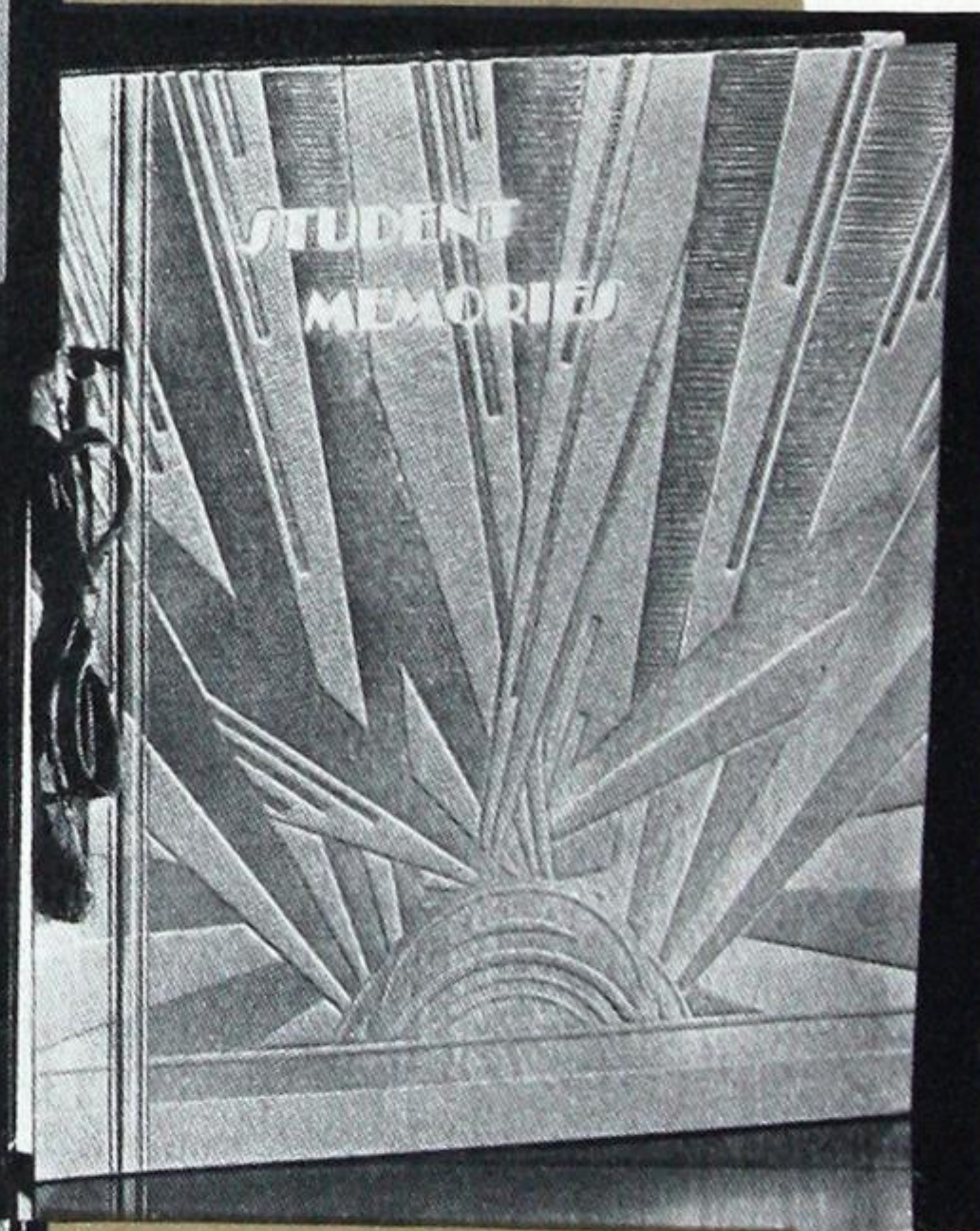
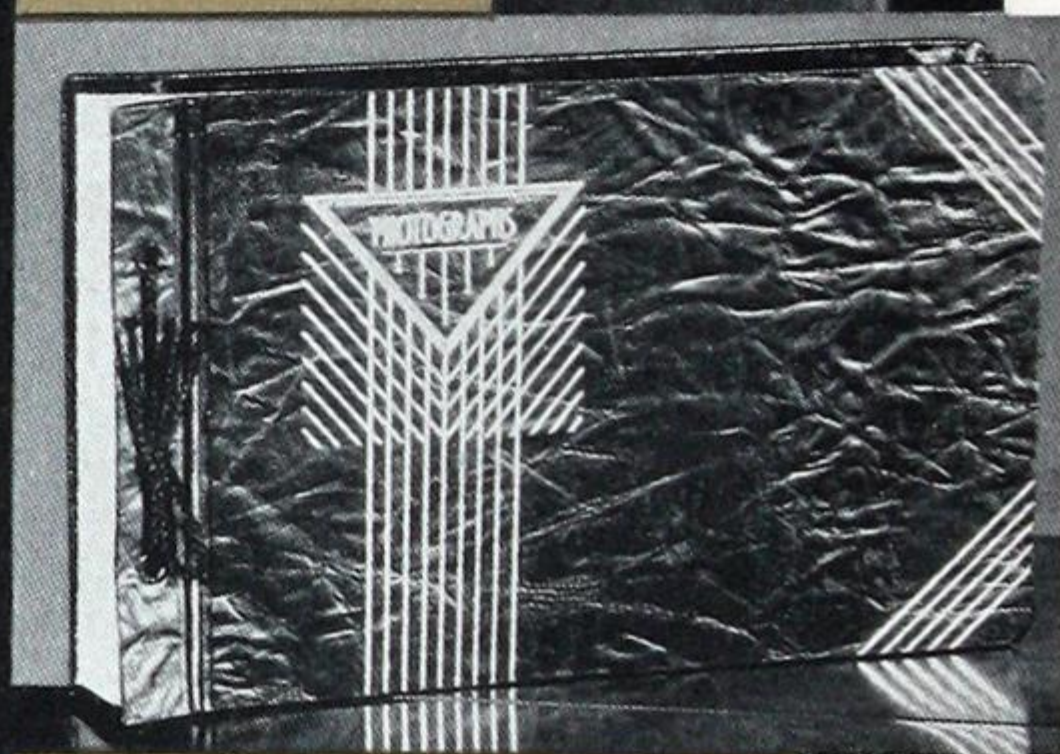
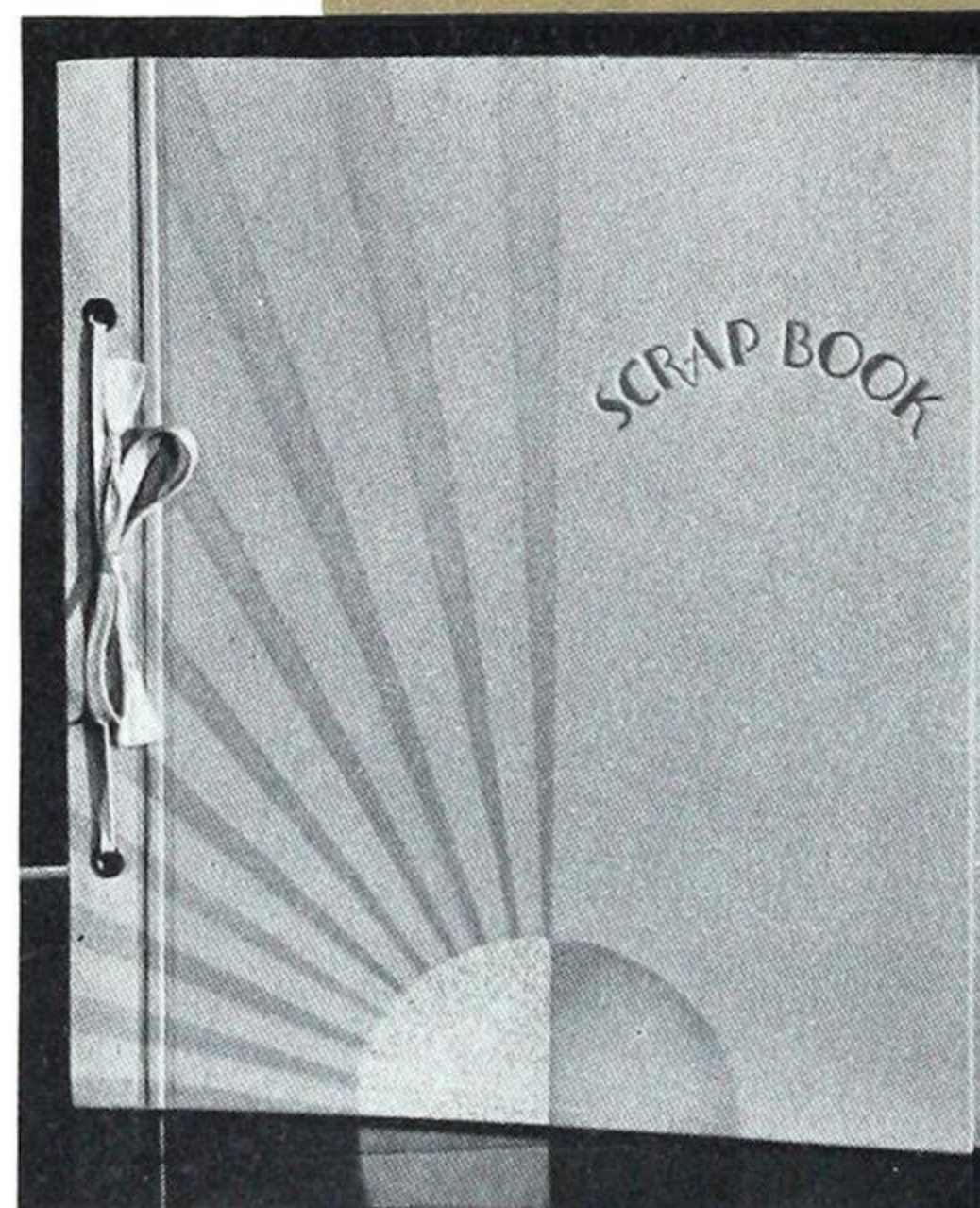
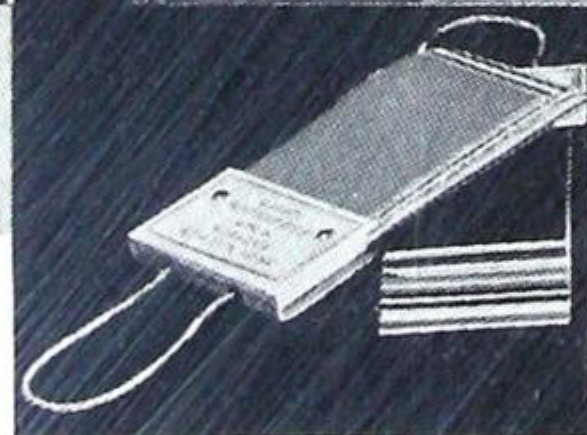
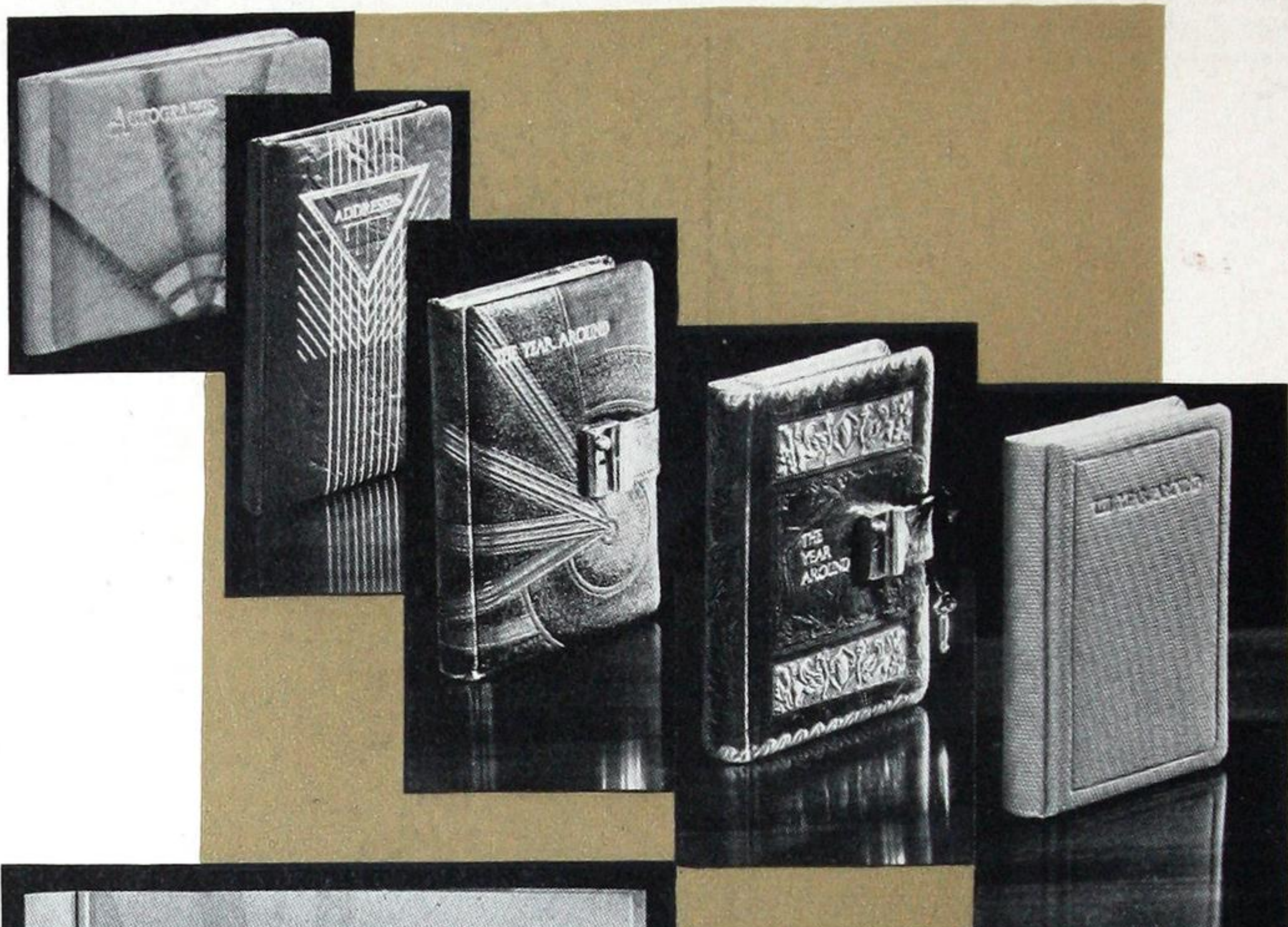
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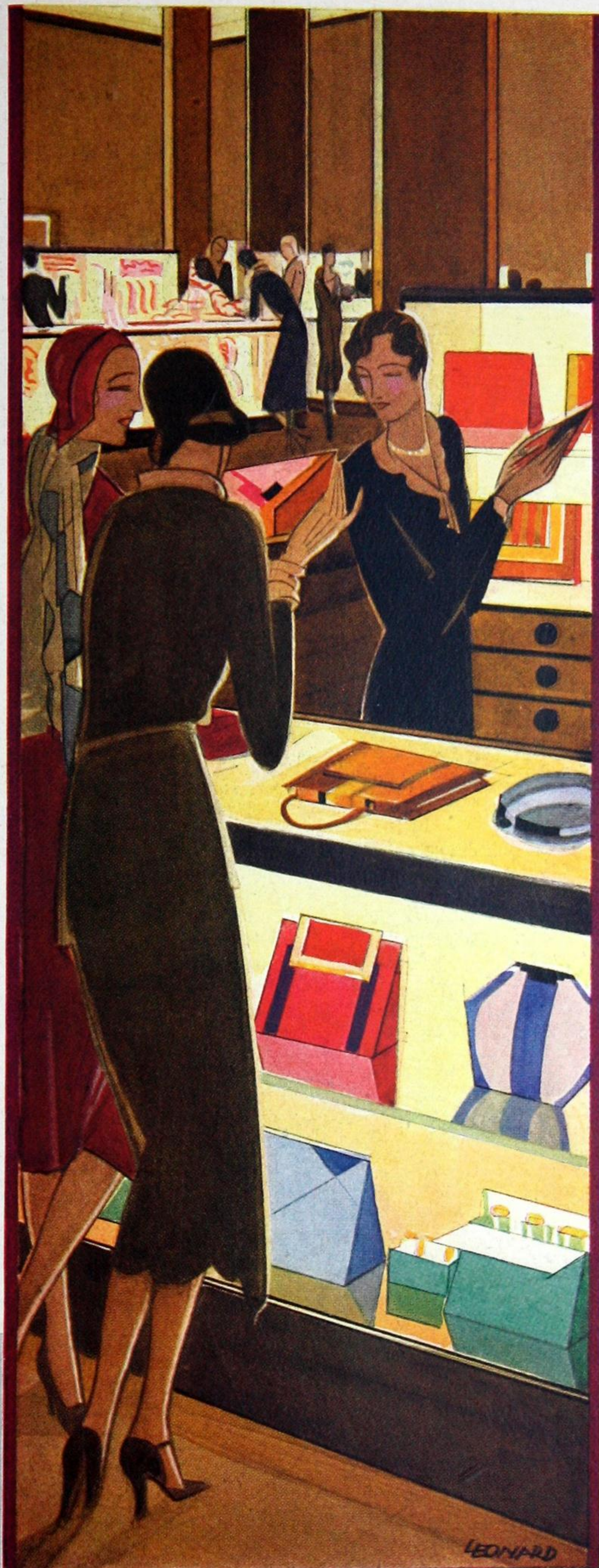
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D U P O n T

Individual treatments replete with eye value are obtainable in magazine binders, scrapbooks, diaries, calendar pads, sample cards and various other types of specialized bindings through the use of Fabrikoid.



F A B R I K O I D



du pont
FABRIKOID
 for
 PERSONAL ACCESSORIES,
 NOVELTIES and
 HOME UTILITY USES

BELTS

SHOE BAGS

GARMENT BAGS

SHOES (EVENING)

SLIPPERS (MULES)

HANDKERCHIEF CASES

POWDER PUFF CASES

GLOVES

MAKE-UP BOXES

BOOK-ENDS

PICTURE FRAMES

BRIDGE SETS

DESK SETS

SHOPPING BAGS

TOYS

WASTE BASKETS

LAMP SHADES

TABLECLOTHS

CLOSET SHELVING

TABLE PADS

LUNCHEON SETS

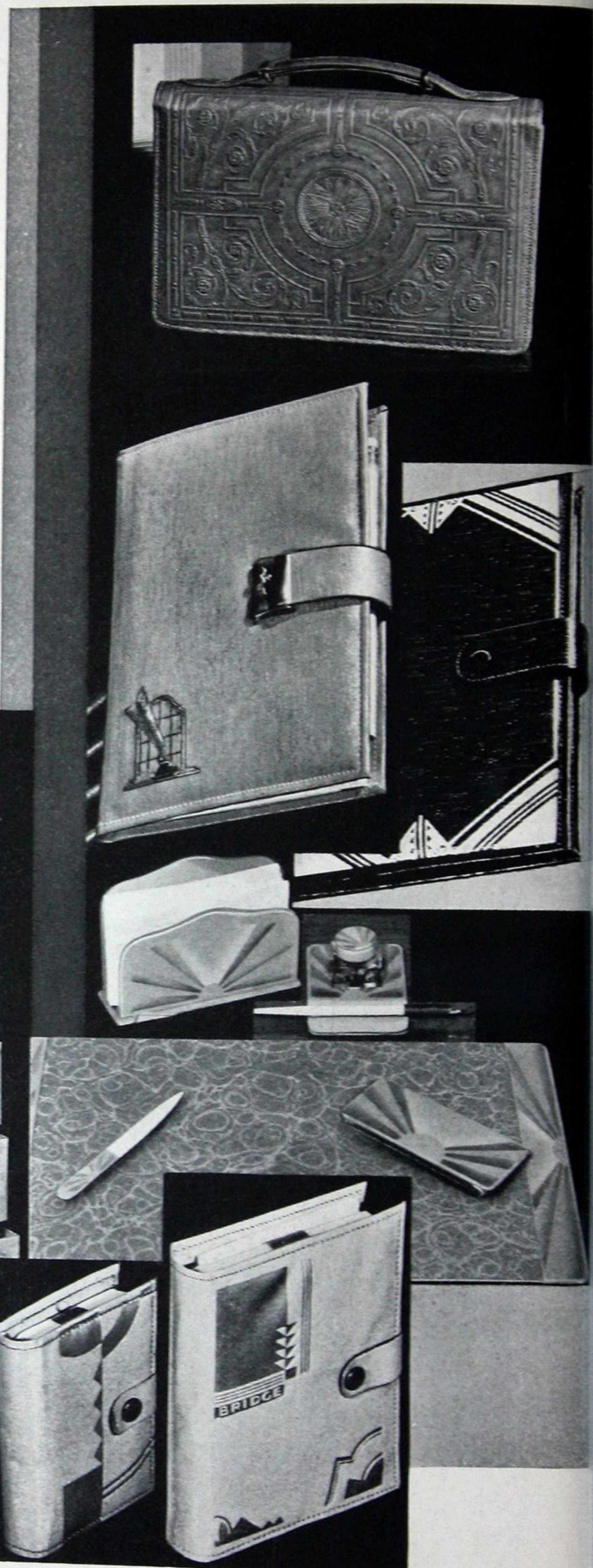
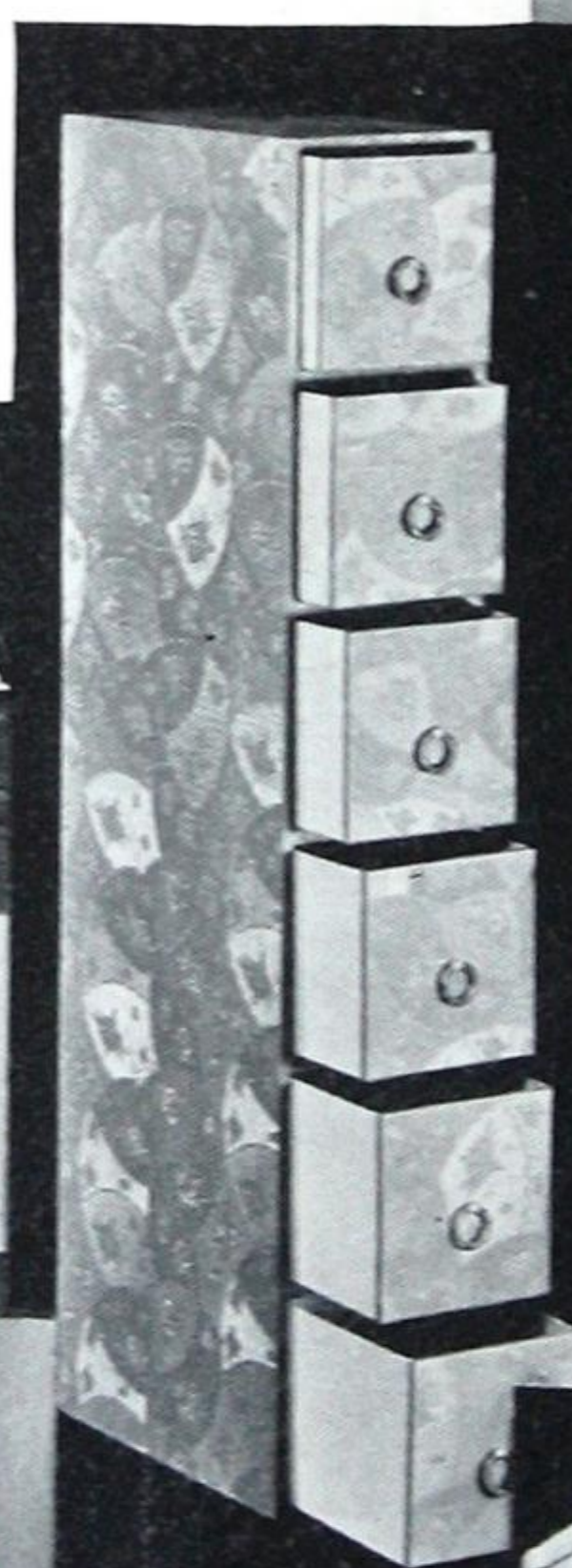
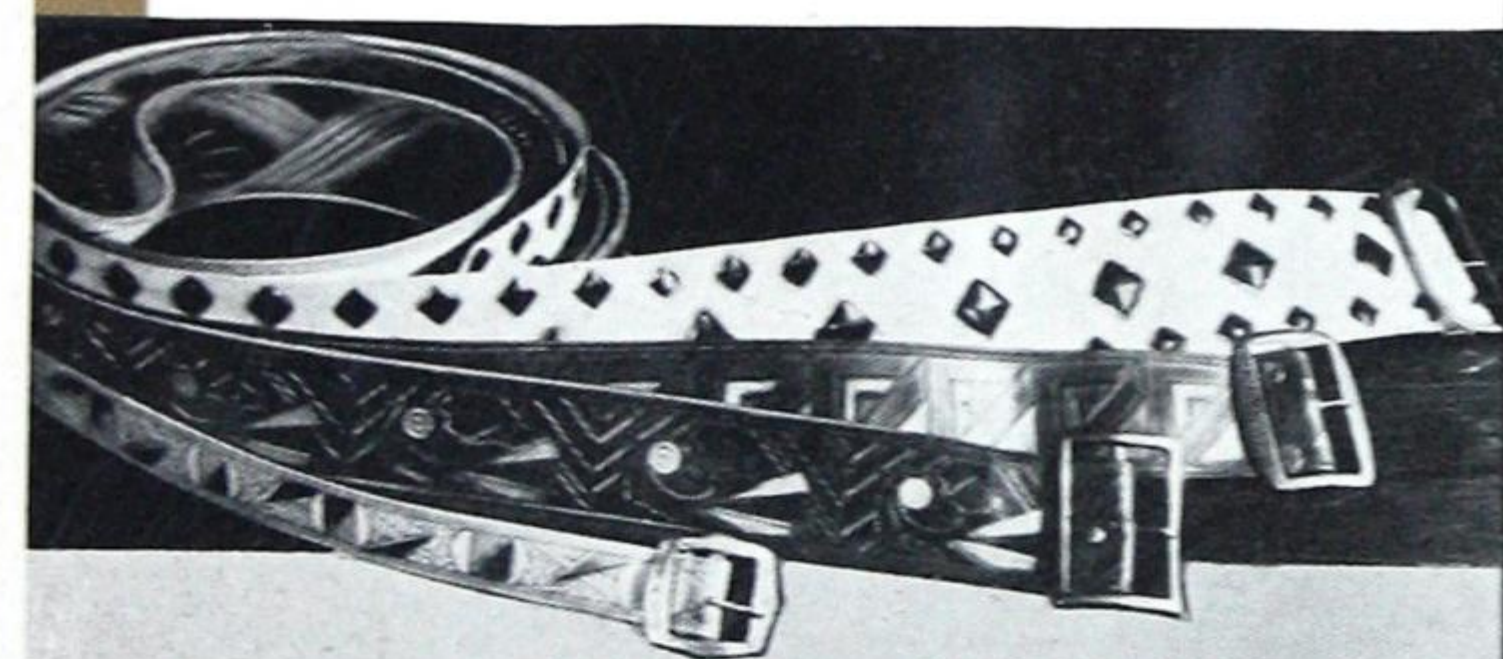
TRAY CLOTHS

DOILIES

SCARFS

U U P O n T

The use of Fabrikoid for novelty and home use is limited only by the imagination and ingenuity of the manufacturer or home maker. It can be appliquéd, sewn, painted, stenciled, airbrushed, stamped, lithographed and printed. Because it is immune from the attacks of insects, it is ideal for such things as garment and hat bags, wardrobe boxes and similar protective cases.



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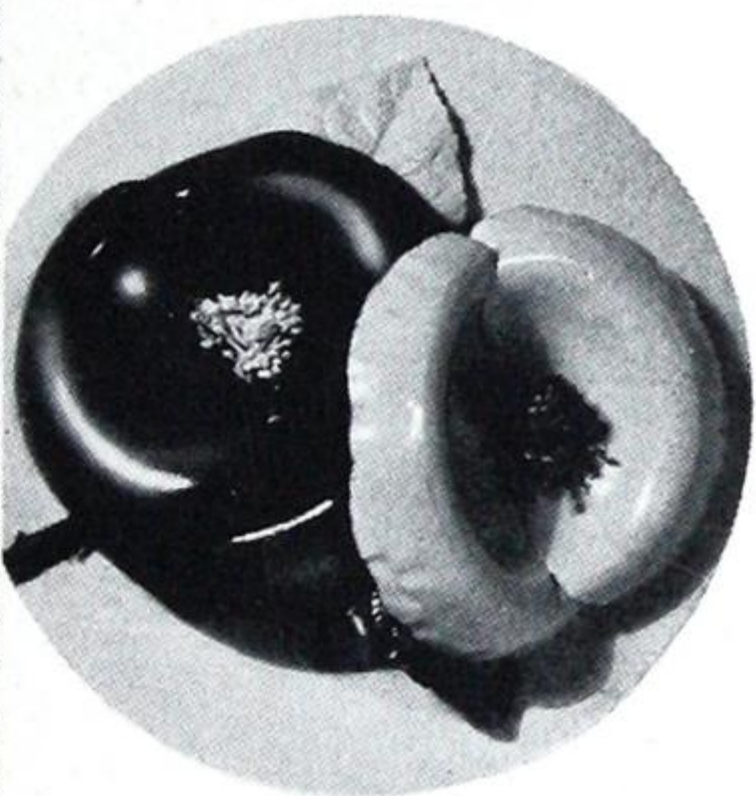
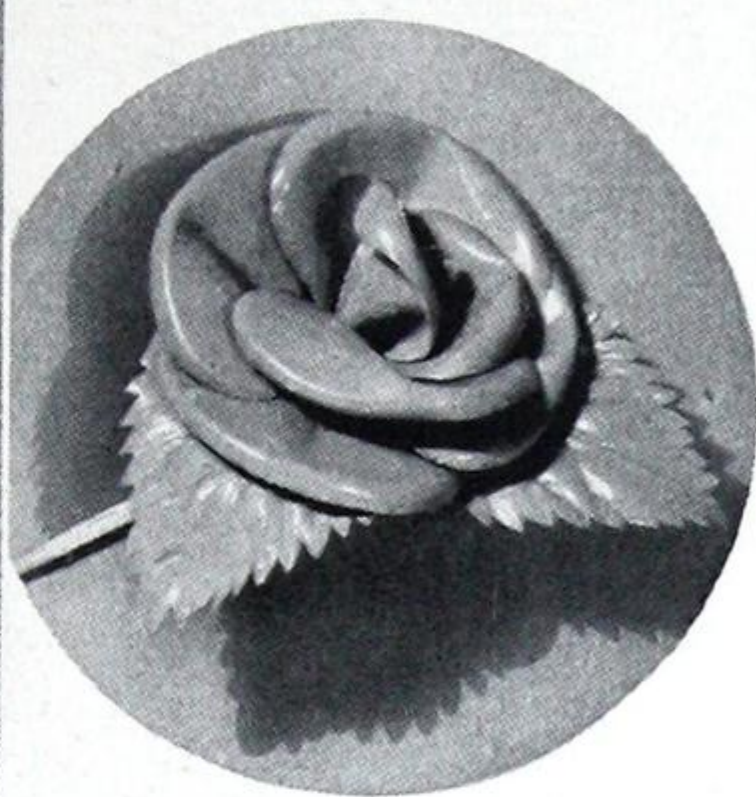
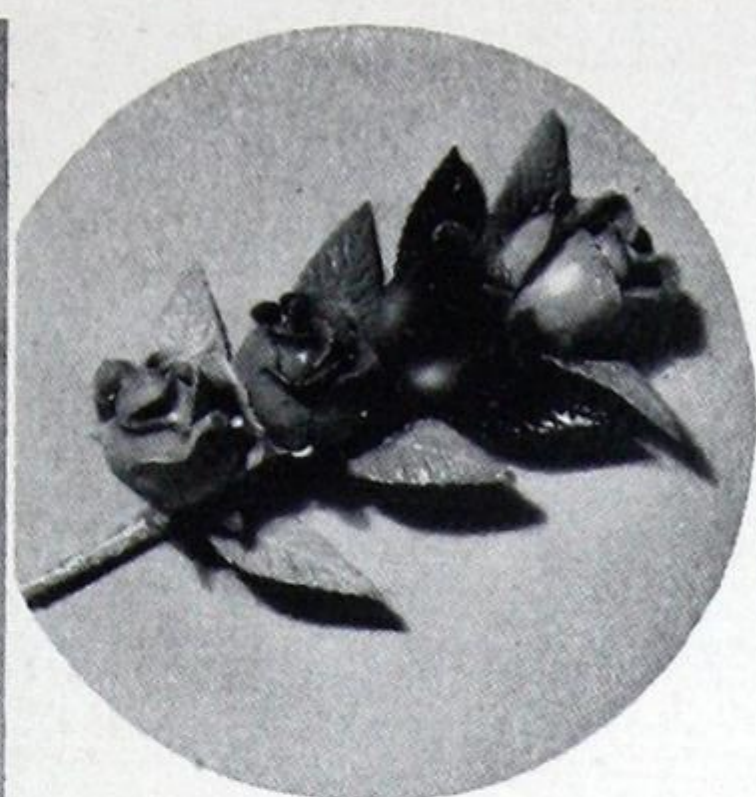
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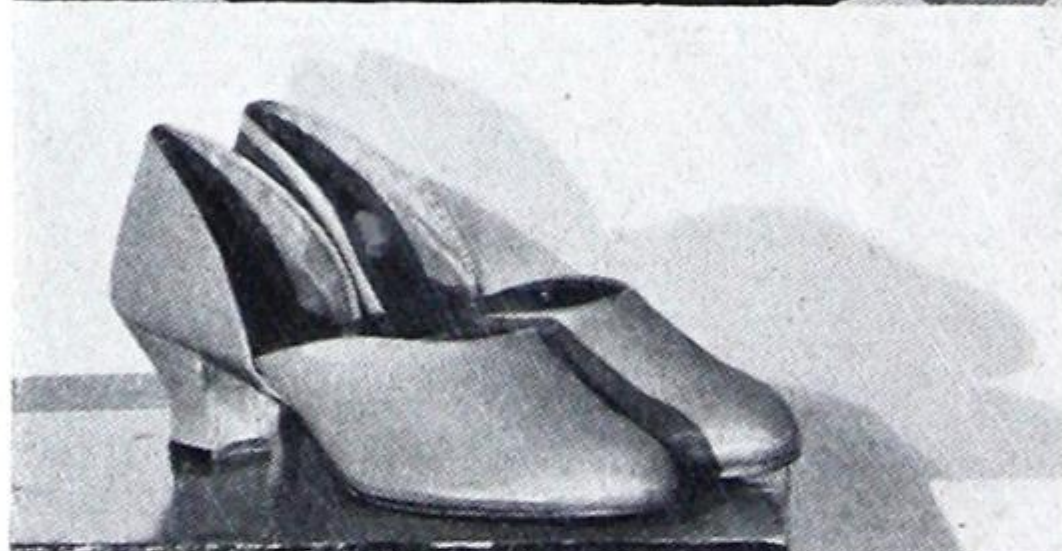
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Fabrikoid is particularly applicable to hand-bags because its own color and texture can be varied overnight to anticipate seasonal and style changes.

The gorgeous color, brilliant lustre and petal softness of Fabrikoid brings to artificial flowers an almost unbelievable realism.

Slippers, as well as various other of milady's personal accessories such as belts, handkerchief cases and make-up boxes, have come to Fabrikoid for beauty and durability.



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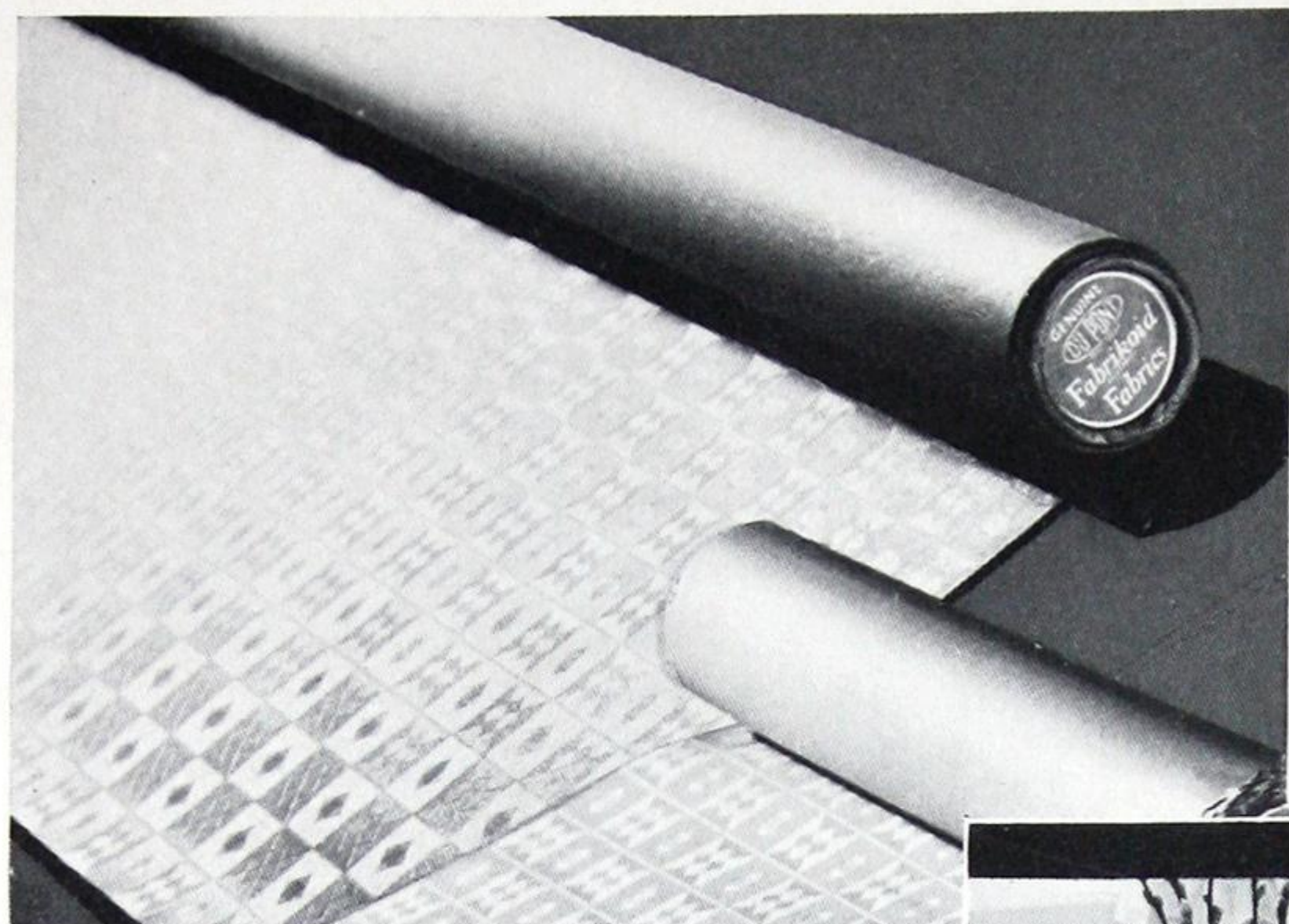
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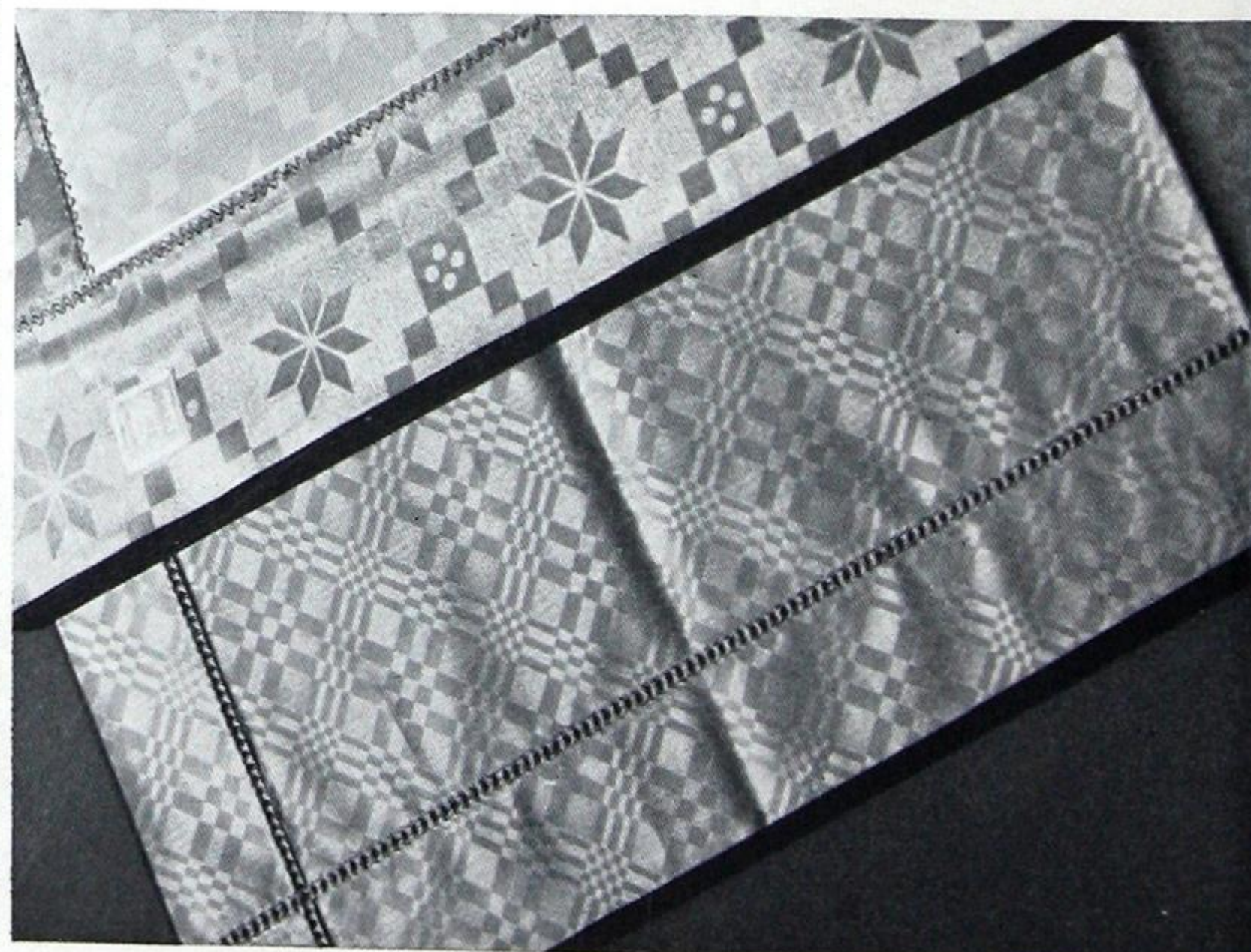
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Closets turn to gay and cleanable
Fabrikoid Fabrics for trimmings and
shelf coverings.



These lovely, water-resistant and cleanable table-
cloths, made of Fabrikoid Fabrics, are bright with
color and resemble fine linen in pattern and finish.
Housewives have praised it for its soft nap back,
which protects the finish of the table, its soft
draping qualities and charming pastel shades.



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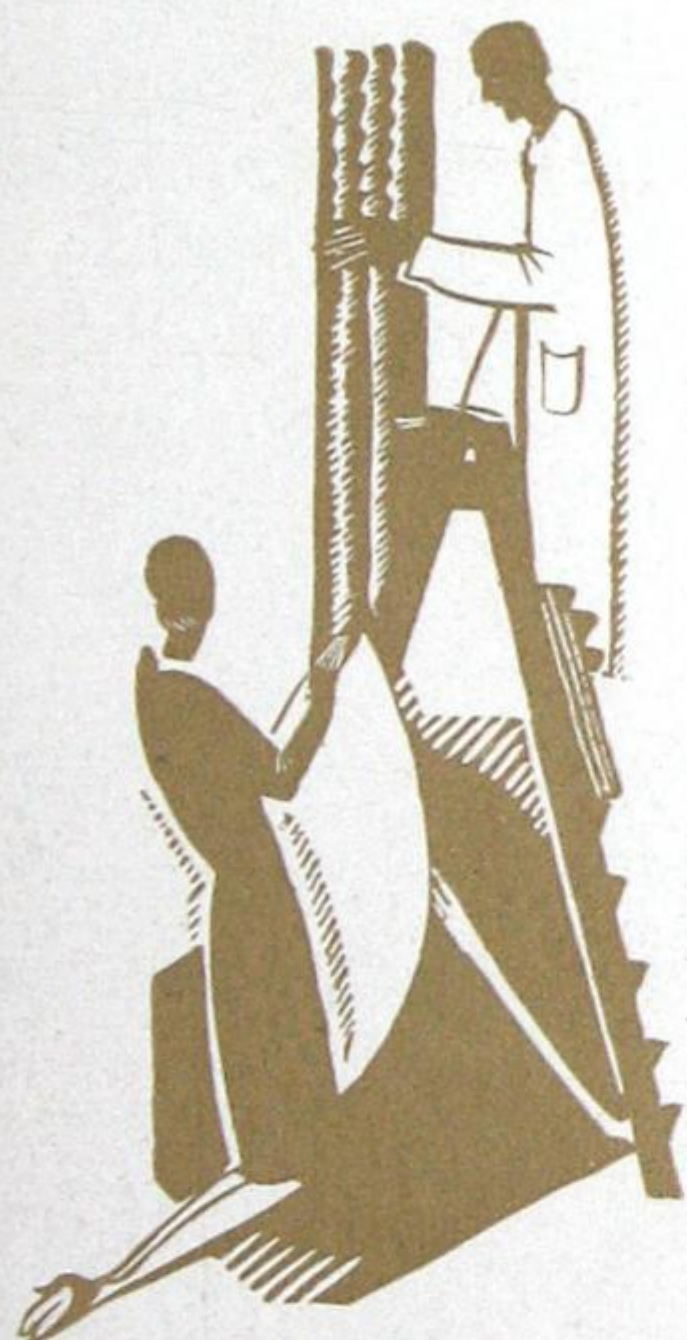
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INTERESTING
and DECORATIVE

STYLE TREATMENTS



OBTAINABLE WITH
DU PONT FABRIKOID

plain _____

spanish _____

woven _____

pleated _____

printed _____

embossed _____

leather grains _____

fabric textures _____

novelty patterns _____

lithographed _____

hand painted _____

screen-printed _____

block-printed _____

gold stamped _____

blind stamped _____

airbrushed _____

embroidered _____

metal finish _____

perforated _____

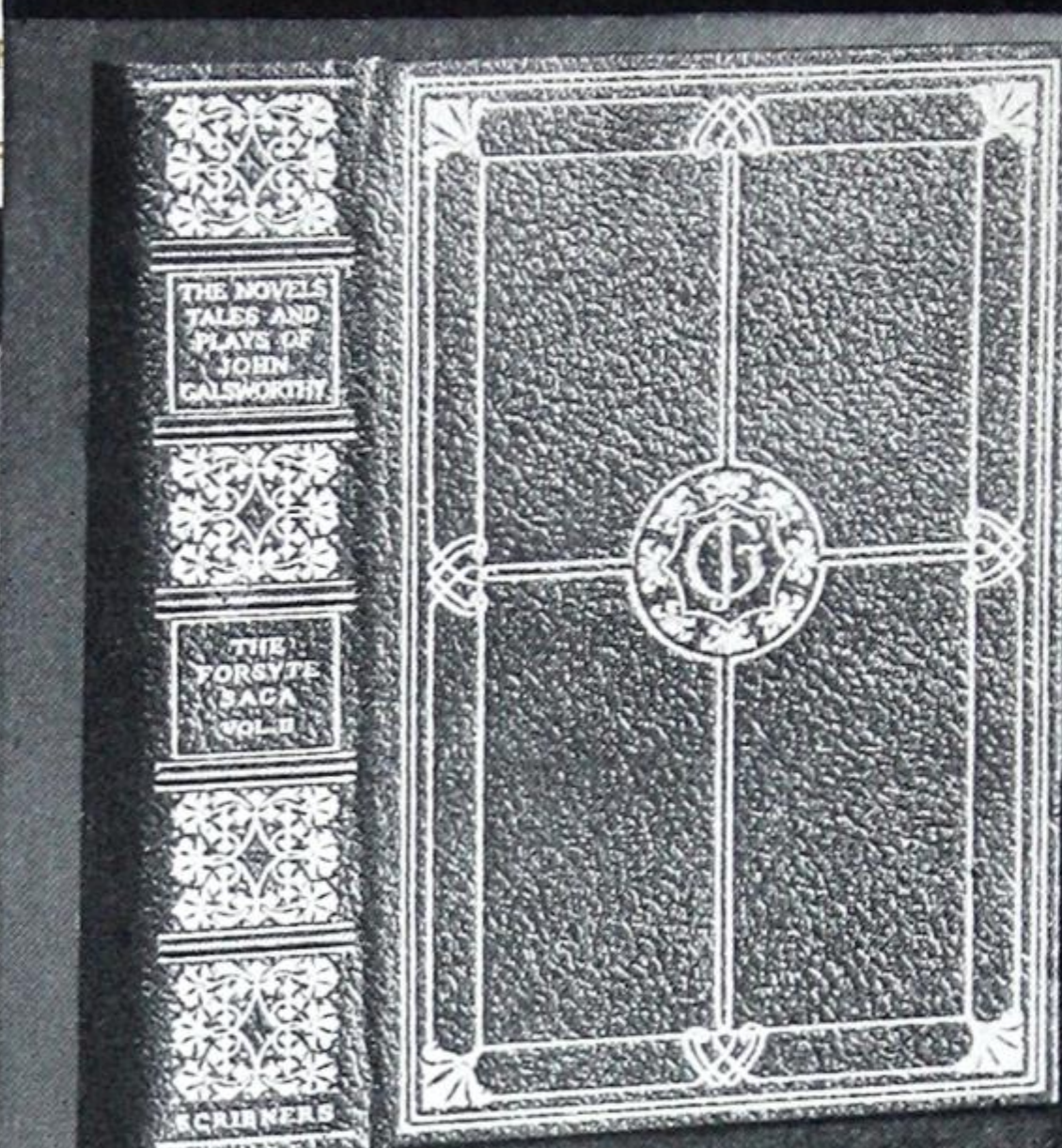
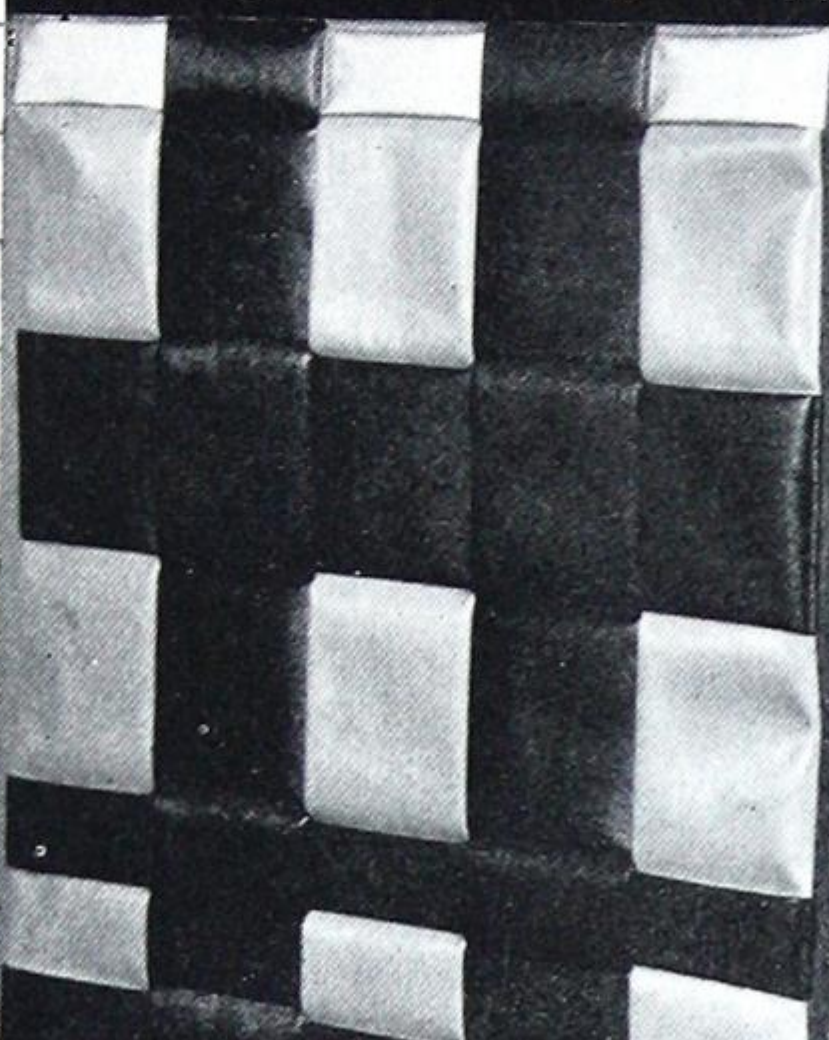
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G O L D S T A M P E D



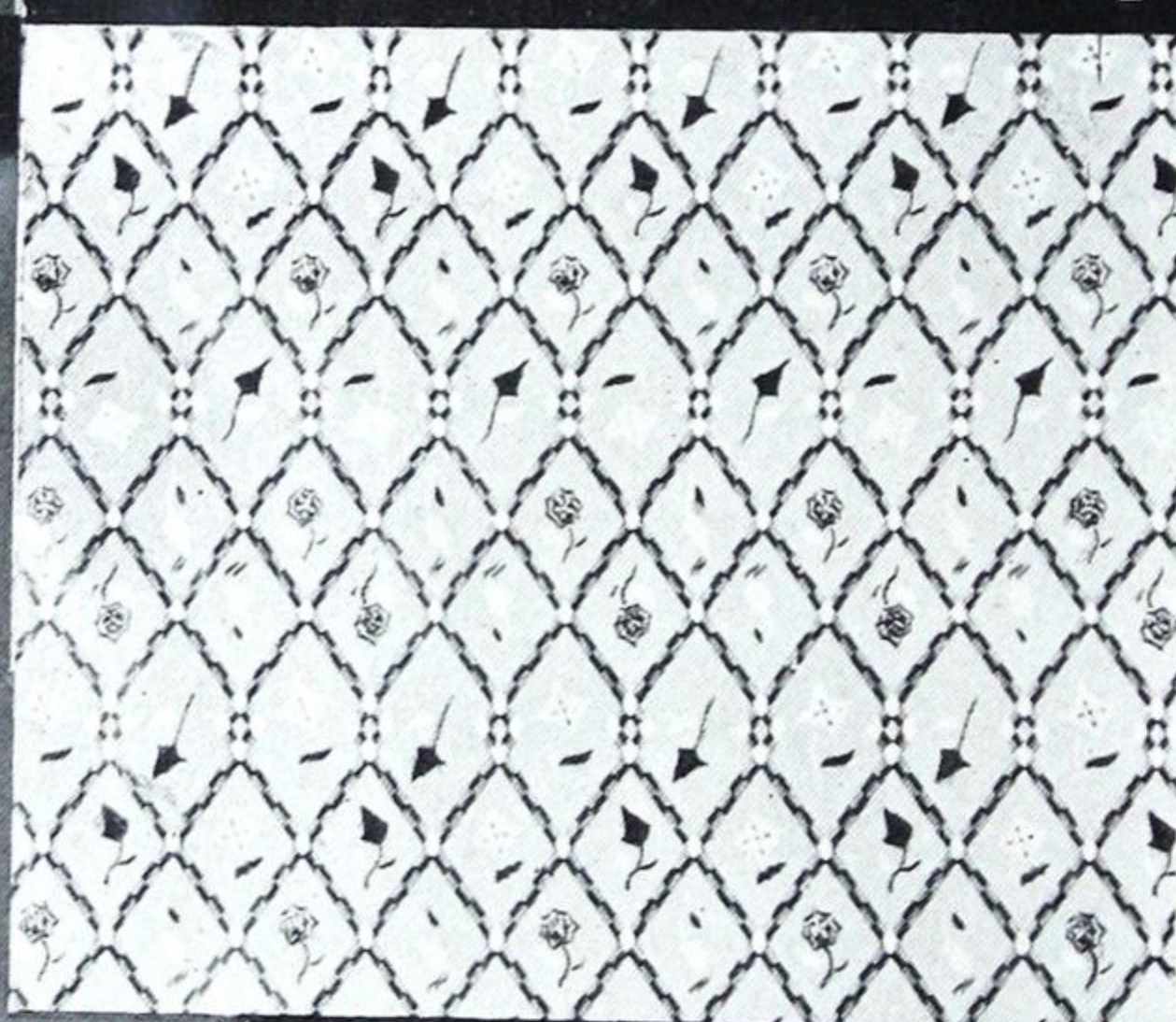
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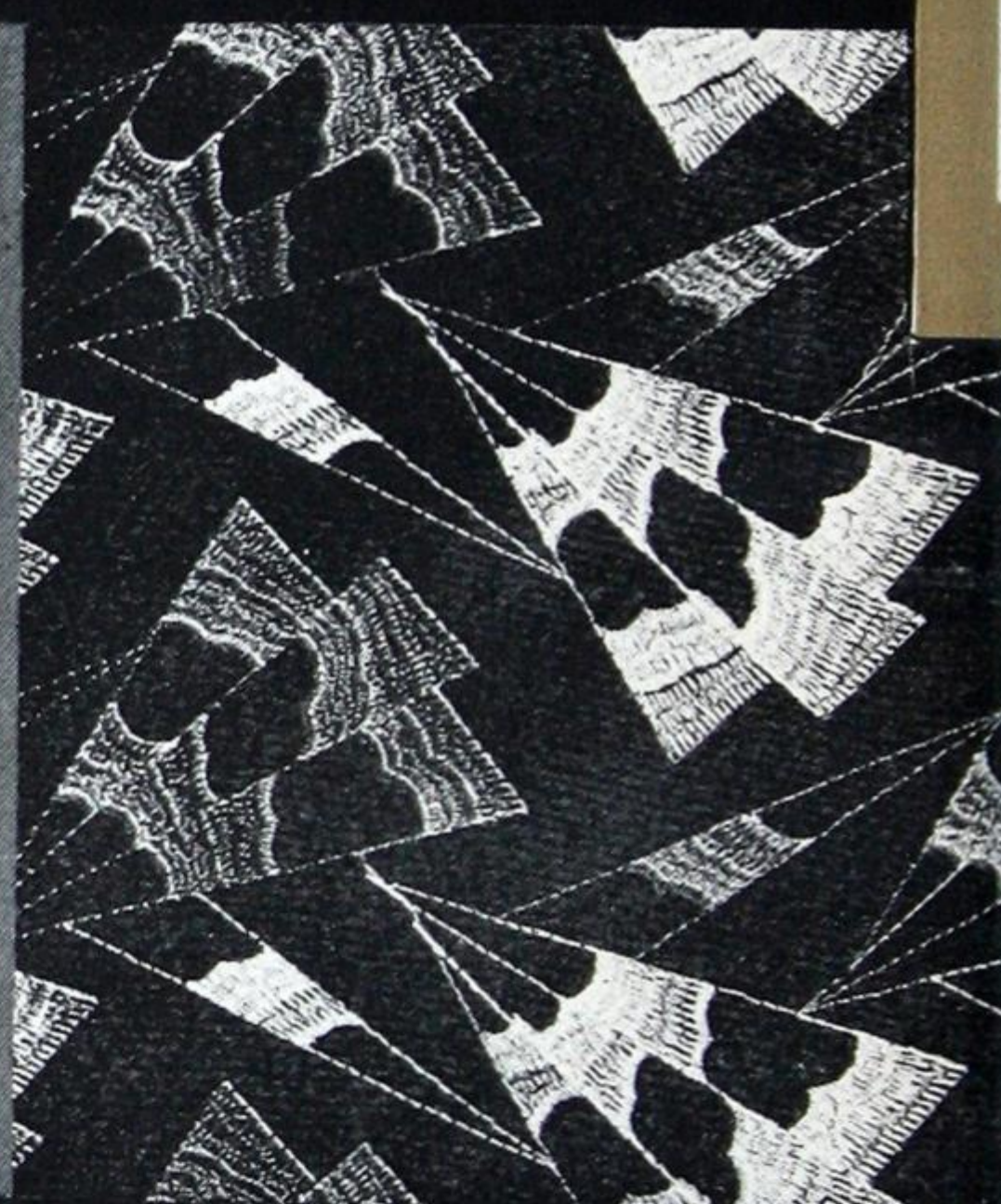


P R I N T E D

H A N D T O O L E D



PERFORATED BLIND STAMPED TWO-TONE





LEATHER GRAIN FABRIC TEXTURE EMBOSSED PATTERN



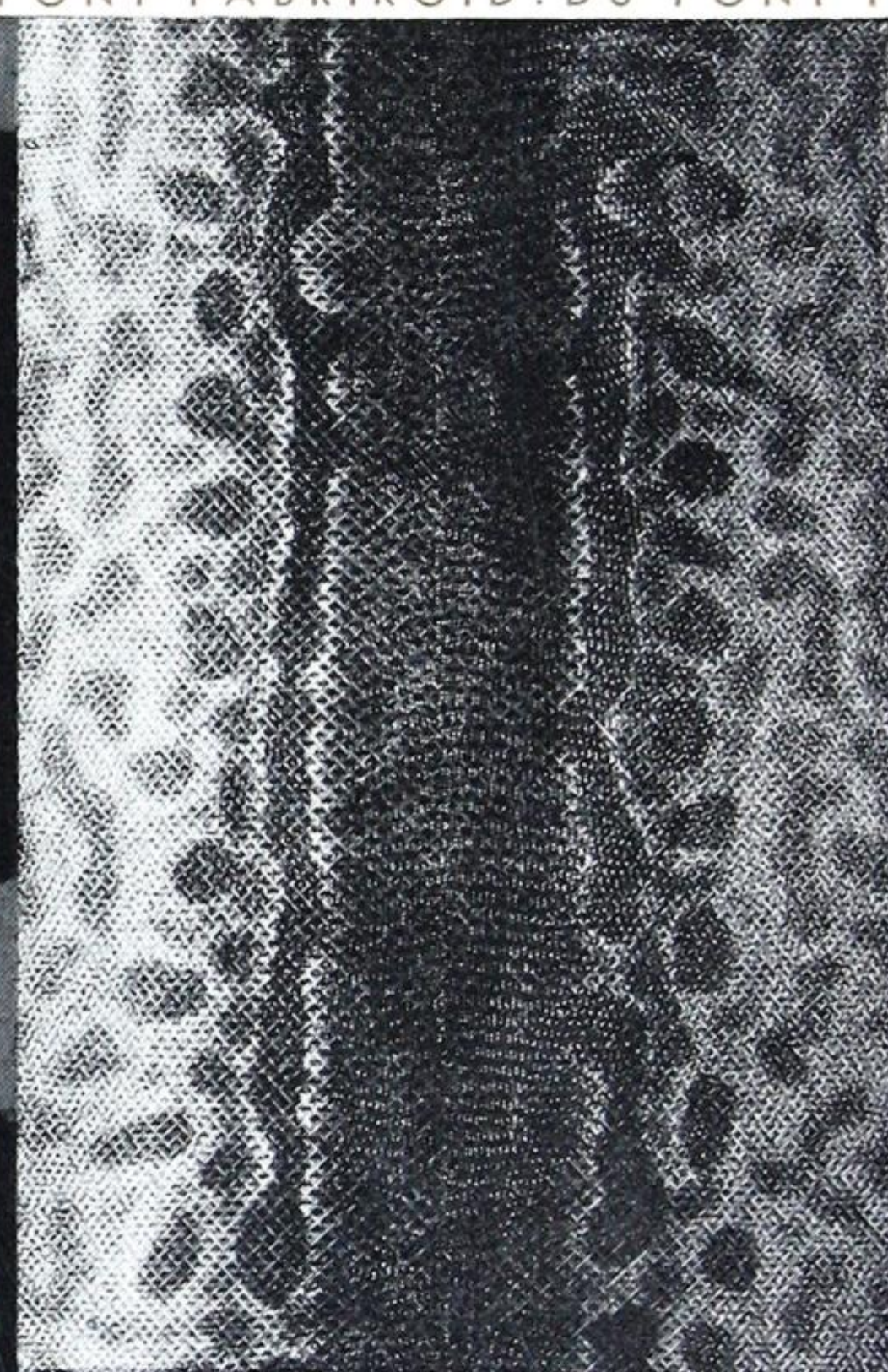
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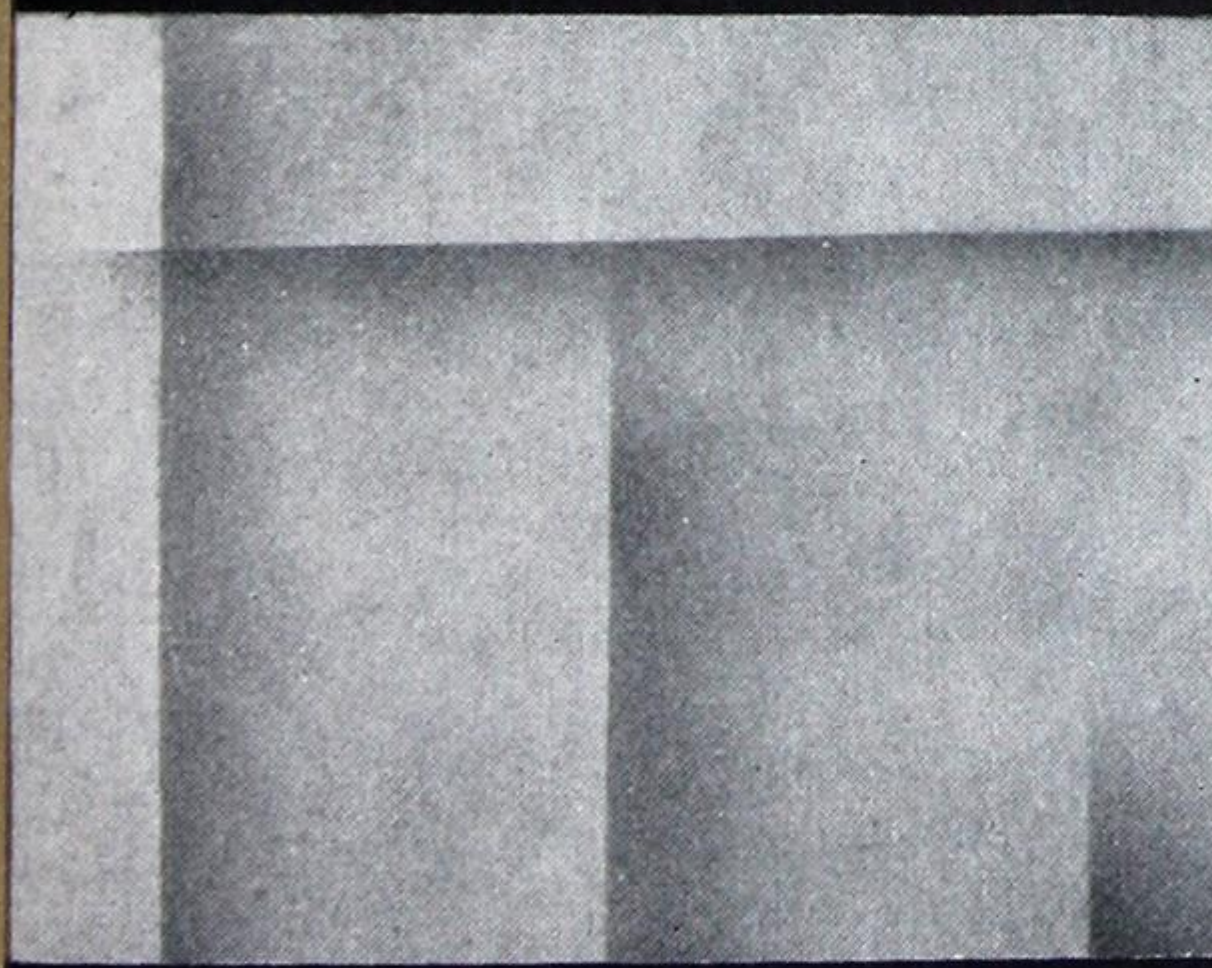
HEMSTITCHED



PLASTIC



LITHOGRAPHED



AIR BRUSHED



PLEATED

CONCERNING DU PONT FABRIKOID*

Pick up a piece of Fabrikoid, light in weight or heavy, any grain, any color, destined for any of a thousand and one possible uses. Take it in your hands and feel it, crumple it. Notice the richness of its color, the beauty of its finish, its strength and firmness. Observe the pliable, lacquer-like surface that ripples and bends in your hands without the slightest evidence of deterioration or injury.

ITS POSITION IN INDUSTRY

Visualize that this piece of Fabrikoid can be washed, is water-resistant, is tough enough for use on trunks, beautiful enough for use by leading interior decorators, pleasing enough to the eye and touch for use on the woman's small and intimate accessories.

Fabrikoid is not a substitute. Its place is a high and honored one, won on its merits. Fabrikoid possesses strong and positive qualifications of wear, beauty, and ease of working, that make it a distinctive product, like no other—in imitation of no other. It came in answer to a definite need. It is used by manufacturers all over the world who look upon it as the ideal and unsurpassed covering or finish for their articles, to the particular needs of which Fabrikoid is highly suited.

THE METHOD OF MANUFACTURE

Fabrikoid is a triumph of chemical genius. In the mills at Newburgh, N. Y., high-grade cotton, as near to perfection as the cotton mills can make it, emerges from the roll, caterpillars its way through days of processing, of infinite care by the expert workmen who run the machines, of laboratory testing, to finally emerge chrysalis-like from the plant, finished Fabrikoid.

Its highly pliable armour-tough and beautiful lacquer-like finish comes logically enough through its close chemical alliance to other du Pont products. The finish you see on Fabrikoid is basically the same as that used in the manufacture of Duco, hence its unusual beauty, its resistance to water, and extreme durability.

*Fabrikoid is the registered trade-marked name of a pyroxylin-coated textile as manufactured by the Fabrikoid Division of E. I. du Pont de Nemours & Co., Inc., located at Newburgh, New York. There is only one Fabrikoid and this is made by du Pont.

Briefly, the process of making Fabrikoid consists of spreading upon a woven cotton fabric a substance known as pyroxylin; the latter being a semi-liquid solution of nitrated cotton dissolved in solvents. After the solvent has evaporated from the coating a permanent design or grain is embossed under heat and pressure to give whatever may be the desired effect.

Because the pyroxylin or coating solution is also a cotton product, as is the woven base, it has a high degree of affinity for that cotton base. Impregnating and coating with pyroxylin is not a one-time process. It is repeated time and again—thin coatings being applied one upon the other until the desired finished weight is attained. This pyroxylin film thoroughly anchors itself to its parent, the woven cotton base, and this is what imparts to Fabrikoid its toughness and resistance to wear.

CHEMISTS CONTROL TODAY'S PRODUCT, DEVELOP TOMORROW'S

Behind Fabrikoid is the experience of a generation of workmen who make it, of two generations of chemists who have worked with it and who have added and are adding diligently and surely to the full measure of service it gives. These forward-thinking chemical engineers are ceaselessly engaged in development and research—in bringing added uses to this versatile product through a continued conquest of broader fields of service.

Not a yard of Fabrikoid leaves the mill that does not satisfy experienced testing chemists in the laboratory that it will give the maximum of satisfaction in its final use. Behind the manufacture and sale of Fabrikoid is the name du Pont. There is no surer or fuller guarantee of integrity in a product.



E·I·DU PONT DE NEMOURS & CO·INC
FABRIKOID DIVISION
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